

Retaining Key Employees



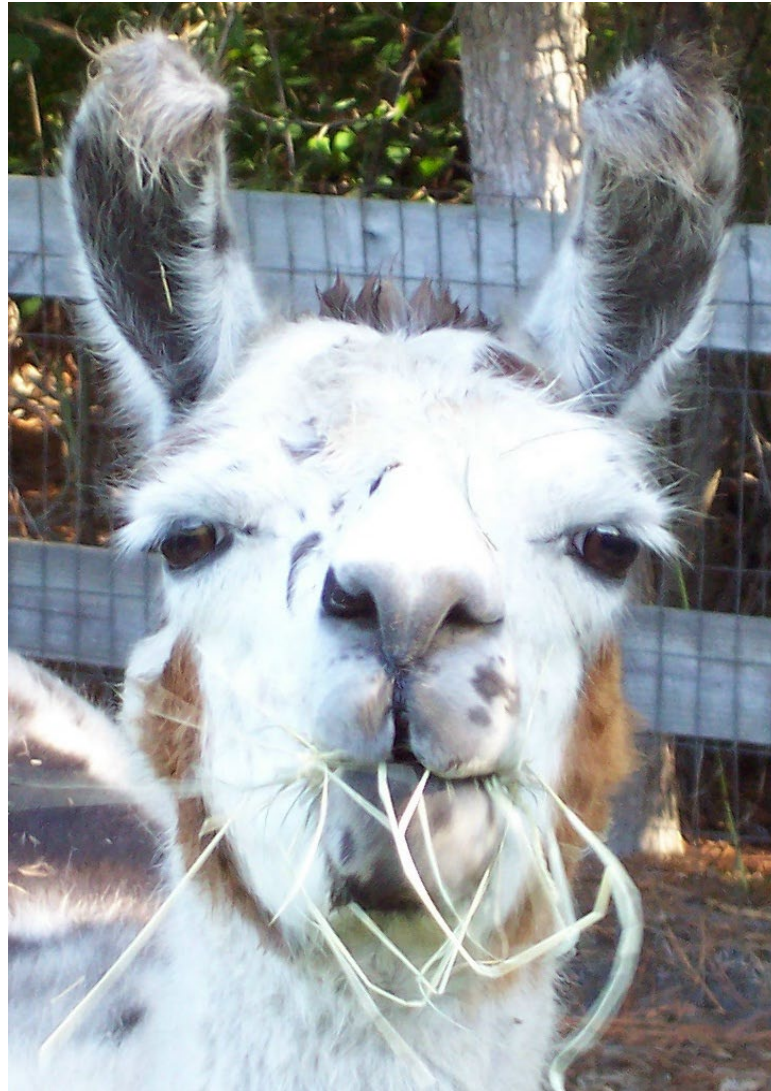
**Creating A Self-Motivating
Work Environment**

Retaining Key Employees



**Creating A Self-Motivating
Work Environment**

YOU WANT ME TO DO WHAT!!?



Retaining Key Employees



**Creating A Self-Motivating
Work Environment**

WHY GOOD PEOPLE LEAVE

**People leave because
they do not want to stay.**



...Yogi Berra

Leaving?

1. Work environment not particularly friendly.

Examples-

Heavy workload

Combining jobs during downsizing.

Competition among workers instead of team work.

2. Lack of effective leadership.

3. Lack of recognition and appreciation.



4. Don't feel supported - good people need growth opportunities.

5. Unfair treatment.

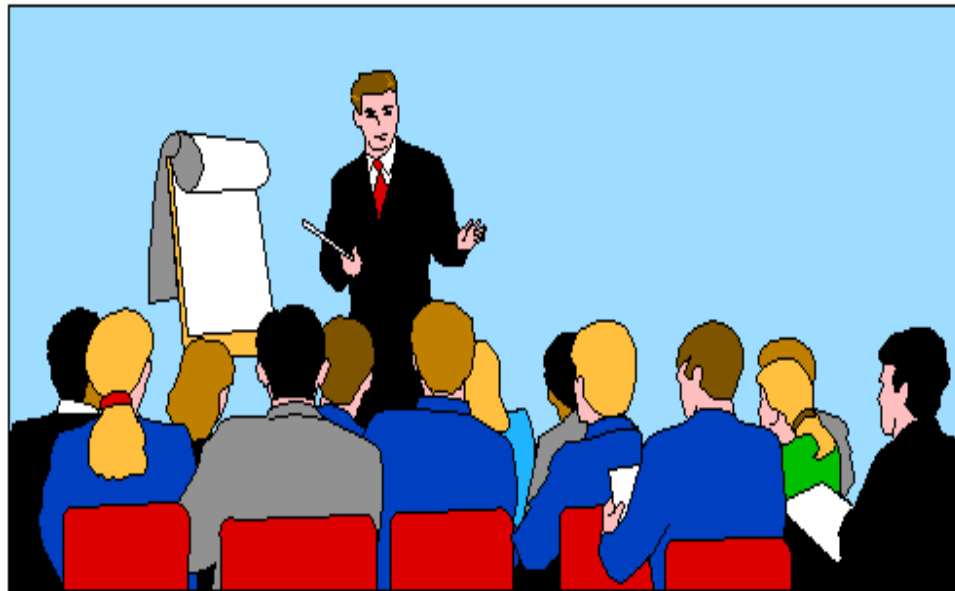
6. Passed over for promotion.



**More money does not keep a
dissatisfied employee on board.**



**Approximately half will leave
their jobs in 5 years**



Five Ground Rules For A Great Team

1. Everyone is a sales person



2. Everyone is equally valuable



3. Everyone wants to be a master at something



4. Everyone needs to be caught at doing something right



5. Everyone should be encouraged to share his/her own ideas

What's Next?



#1 Work Environment



**MANAGERS HAVE TO
CREATE A WORK
ENVIRONMENT WHERE
PEOPLE:**

- **Enjoy what they do**

MANAGERS HAVE TO CREATE A WORK ENVIRONMENT WHERE PEOPLE:

- **Enjoy what they do**
- **Feel like they have a
purpose**

MANAGERS HAVE TO CREATE A WORK ENVIRONMENT WHERE PEOPLE:

- **Enjoy what they do**
- **Feel like they have a purpose**
- **Are committed to the job and to customers.**

**MANAGERS SHOULD
MEET WITH HIS/HER
TEAM FOR 15 MINUTES
EVERY WEEK TO
DISCUSS:**

- **Ways to improve**

LASTING IMPRESSIONS

Quality

Reliability

Convenience

Functionality

Service

Timeliness

AVENUES TO IMPROVE *IMAGE*

Company Logo
Web Site
Business Cards
Letterhead
Invoice
Packaging

Employee Attitude
Phone Service
Dress Code
Business Hours
Location
Parking

Ways to compete with service

- **Better customer service**
- **More favorable hours of operation**
- **Faster delivery**
- **Online ordering**
- **Efficient, reliable, simple website**
- **Offer freebies**
- **Be international**
- **All employees knowledgeable**
- **Uniforms**

#2 Lack of effective leadership



LEADING

LEADING – Visionary thinking



LEADING

LEADING – Visionary thinking
Global thinking



LEADING

LEADING – Visionary thinking
Global thinking
Long range thinking



LEADING

LEADING – Visionary thinking
Global thinking
Long range thinking
Influencing others



Vision is the key

Share your visions

Set up goals and objectives

Remove fear of the unknown

Remove fear of failure

Stay focused



Vision is the key

Allow time for creativity

Allow people time to explore

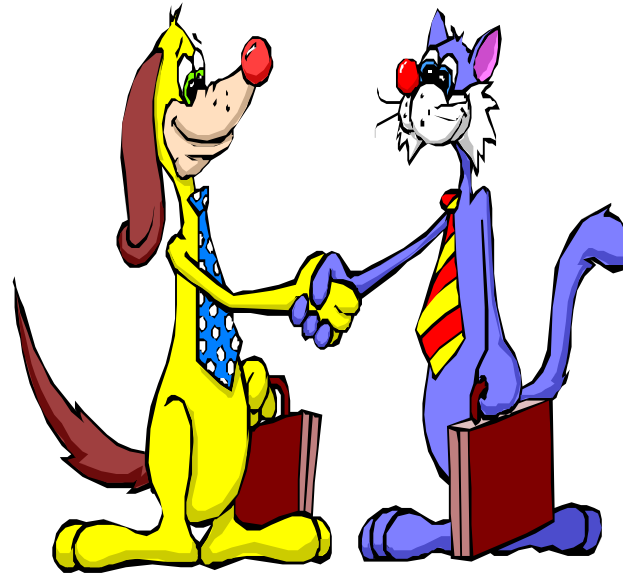
Plan for success...and failure

Invest in employee training



There are –

Adapters



There are –

Resisters

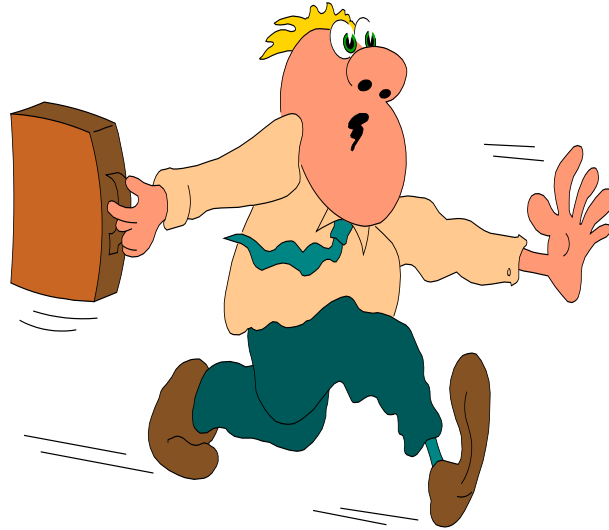


There are –

Coasters



**BE SURE TO MEASURE
THE RIGHT THINGS...**



**Don't confuse motion
with progress.**

WHAT MOTIVATES PEOPLE ?



- **Show respect & appreciation**

WHAT MOTIVATES PEOPLE ?



- **Show respect & appreciation**
- **Chance for promotion**

WHAT MOTIVATES PEOPLE ?



- **Show respect & appreciation**
- **Chance for promotion**
- **Trust and respect for supervisors**

- **Have clear expectations**



- **Have clear expectations**



- **Provide time frames that are reasonable**

- **Have clear expectations**



- **Provide time frames that are reasonable**

- **Provide challenges**



- **Encourage people to think for themselves**

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- **Demonstrate can-do attitude**

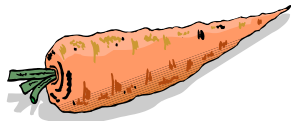
- **Encourage people to think for themselves**
- **Demonstrate can-do attitude**
- **Set an excellent example**

3 Lack of recognition and appreciation

**Catch someone doing
something right every day**

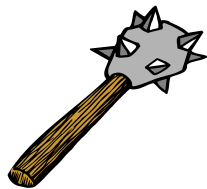


There are two types of people:



**Those motivated
by a dangling carrot.**

Rewards



**Those motivated
by a waving stick.**

Consequences

REWARDS -

Work fewer hours

Have fun

More time off

Security, Safety

Work with people you like

Autonomy

Team player

Learn new things

Use new technology

Do things that matter

More responsibility

In the know

Strive for goals

Look good

CONSEQUENCES -

Work more hours

No time off

Not heard

Lack safety

No autonomy

Losing team spirit

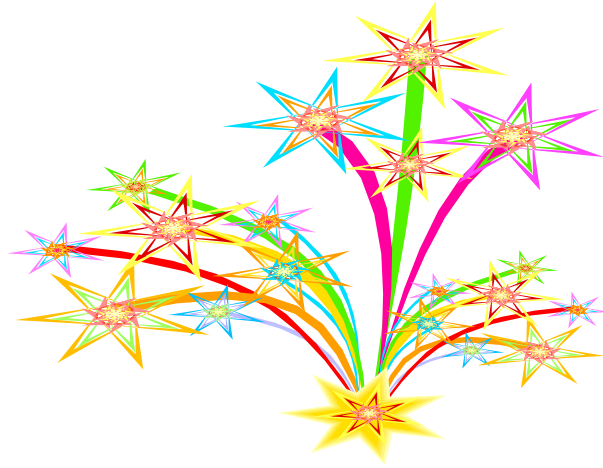
Learn nothing new

Have no fun

Use old technology

Do nothing important

No goals



**Treat employees fairly.
Don't play the favorite
game.**

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