

Successfully Retaining Employees

Your role as a business owner is to ensure your employees become emotionally invested in your business, allowing them to perform to the best of their ability. This ensures an environment and workplace people want to be in and stay in because they respect it and enjoy coming to work.

There are a number of areas to look at within your business to ensure your employees are engaged in your business and their work. Ask yourself the questions below:

- What kind of leadership do I drive within my business? Could this be improved?
- Do my employees have a healthy work–life balance?
- What kind of career opportunities am I able to offer my employees for retention?
- Do I know what the vision of my business is and have I relayed this to my team?
- Do I remunerate and incentivise my employees well to ensure they remain engaged?
- Are there any team members that may be feeling unchallenged or unfulfilled and whose job roles I should be addressing and adjusting?
- How do I communicate with my team from a managerial perspective? Are my team satisfied with how I do this?

Team involvement is imperative to running a great business and ensuring your team is happy. Ask yourself the questions below:

- Have I asked my team for their input into my business plan and goals to ensure their engagement?
- Do my team know and believe in the vision and direction of my business and do they feel a part of it?
- Does every team member have and understand their job descriptions or what's expected of them?
- Do I have an accountability plan in place (*i.e.* 1:1's, KPIs and sales meetings) and do my team understand what's required of them?
- Do I have a culture within my business that my team are excited to be a part of?
- Are my team excited, passionate and energetic?

Strategies to encourage engagement

It's very important to ensure your employees are inspired and recognised for the work they do within your business.

These are just a few inexpensive ideas that encourage engagement, and increase productivity:

- Encourage them to get involved in the Captains Club program (*Sales, PIM and BSOs*)
- Attend Recognition Events with team members and nominate them for awards
- Attend Night of the Stars as a team, ideally with partners
- When you notice an employee doing an excellent job, ensure you publically recognise them for this
- Think about each team member's personal interest and show your appreciation by buying them vouchers/tickets to a show/movie to show them you notice who they are and their interests, and that you care.
- Surprise an employee with a bit of time off whether that's a late start/early finish/longer lunch
- Surprise an employee with a restaurant voucher for dinner for two; this way their supportive partner can also enjoy the reward
- Order in Friday afternoon nibbles and drinks to show your team you appreciate them
- Always diarise employees' birthdays and start date anniversaries. Perhaps order a cake on those dates to celebrate with the team and make them feel special on their special day
- Thank partners – if a team member is working hard and/or late at the office, often their partner is stepping up for them at home. Send a thank-you card/gift to show your appreciation
- Recognise team members who have achieved wins at your sales meeting in front of the whole team to say thank you
- Send a group text message to all team members to say thank you and well done

The top 10 things people love about their jobs

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|---------------------------|-----------------|
| 1 People they work with | 6 Hours of work |
| 2 Environment | 7 Job security |
| 3 Close to home | 8 Management |
| 4 Variety of work | 9 Culture |
| 5 Benefits and conditions | 10 Morale |

Source: SEEK survey 2012

19 reasons why salespeople leave a job

- 1 Feel lack of concern and appreciation by their manager
- 2 Feel no team spirit or unity in office
- 3 New, upcoming agents feel a lack of regular, formal training programs
- 4 Not enough healthy competition within office
- 5 Office lacks professionalism
- 6 Principal/office manager is always “too busy” to give them time
- 7 No chance of further advancement – role doesn’t offer growth potential
- 8 Too much inter-office conflict
- 9 Don’t feel their ideas and suggestions are recognised
- 10 In a large franchised operation; feel there is no unity within and everyone associated with that system is considered a direct competitor
- 11 Doesn’t appreciate or see value for money in off-the-top franchise fee
- 12 Lacks third party corporate referral leads
- 13 Unfair managers keep all the good leads/referrals for themselves or “pets”
- 14 Disorganised environment
- 15 Too many “out-of pocket” expenses
- 16 Not enough advertising provided by the company
- 17 Feel they can make more money elsewhere
- 18 Inadequate office environment; facilities, space, desks, phones, etc.
- 19 Just plain unhappy where they’re at