



Create a Culture Employees Don't Want to Leave!

Focus on Retention and Less on Recruitment

DO YOU GIVE AS MUCH ATTENTION TO KEEPING YOUR EMPLOYEES AS YOU DO YOUR CLIENTS?

Believe it or not, your employees are your customers too!

In business, we have external customers and internal customers. It is easy to identify our external customers. They are our paying clients. But the internal customers can be easily overlooked but are just as important as our external customers. Internal customers include our employees.

We focus a lot of energy on getting and keeping external customers, but do we pay as much attention to our internal customers? Especially retaining them?

This is where culture steps in. A poor culture can increase turnover. A good culture can increase retention, engagement, and loyalty.

The graph to the right provides some thought-provoking questions and some guidance to help you develop a culture employees don't want to leave. It starts with the business leader's ability to have a clear vision of why their business exists and how they are going to treat customers to help achieve the business goals. Yep, ALL customers!

A solid way to keep employees is to keep employees ENGAGED! Regular communication and encouraging continued education are two key factors to maintaining engagement. Everyone feels successful and fulfilled when we learn something new and share it with others who can also benefit!



CULTURE CHECK

STEPS TO CONSIDER



YOUR NUMBER ONE ASSET OR RESOURCE IS YOUR PEOPLE. BUT THEY WILL LOOK TO YOU TO PROVIDE AN ENVIRONMENT WHERE THEY FEEL SAFE, ENCOURAGED, AND SUCCESSFUL. WORK ETHIC IS A LEARNED TRAIT AND IS BEST TAUGHT AND LEARNED THROUGH MODELING.

WHY DO YOU DO WHAT YOU DO?

1

Do you have a clear vision for WHY you do what you do? Does your team have a clear understanding of your vision? Are you an example of your vision?

WHAT DOES IT LOOK LIKE WHEN IT IS DONE CORRECTLY?

2

People like to know what is expected of them. Don't assume they can read your mind. Provide clear direction and clear expectations of what 'correct' looks like.

BECAUSE...

3

If you answer everything you do starting with the word 'because...' then you are focusing on the WHY you do what you do instead of the WHAT you do.

CONTINUED EDUCATION

4

What was the last thing you learned? What was the last thing your employees learned? Do you make it a regular practice to share your learnings with one another?

SUPPORT THEM

5

Create a place where people WANT to work and learn and you won't have to be afraid of losing them once they're trained. Engaged employees make loyal employees!