



## **5 Simple Ways to improve Staff Retention**

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Staff retention is one of the biggest problems facing organizations today. Dealing with this problem can save 100,000's of dollars in lost productivity and poor morale. We look at some of the ways we can easily deal with this problem.

### **1. Check the motivation of your staff and the skills of your leaders.**

Are employees happy with your procedures, salary levels, and career prospects? This can be done at the performance review but also surveys can be done quite cheaply. This can work better than canvassing a few who may be biased.

People are looking more for self actualisation these days than physical benefits so it may be that one has to look at purpose and how the role fits into the employees life plan.

The skill of your management in motivation can be a key in this process.

*According to Research from Wilson Learning Worldwide" if managers fail to create job satisfaction in their teams, people feel unmotivated and negative. The leadership skills of managers are the greatest source of employee fulfilment".*

Are you aware of the skill level of your management team?  
How can you improve this?

### **2. Are you walking the talk?**

Nothing de-motivates quicker than an organisation that promotes some values and then does not follow through on them. They are in a worse position than if they did not mention this in the first place. This particularly applies to NFP's, where many join for the allegiance with their value system. Finding this out can give reassurance or a cause for action.

*How congruent is your organization with your values?  
How do you know this?*

### **3. Design effective staff development programmes, particularly providing good management and leadership training.**

Check that good procedures exist for monitoring and reviewing staff development so intervention is at an early stage and not when employees are about to walk out the door. Performance reviews should ideally be ongoing and not every 12 months. Here managers can see the signs. Even coaching on an informal regular basis can detect the symptoms of a de-motivated staff member. Typical signs are lateness, just doing the job, criticism of the organization, to name a few.

As has been mentioned before, Wilson research has shown a strong correlation between leadership practices and employee satisfaction.

*What percentage of your budget do you use for learning and development?  
Does this stop when difficulties arise?*

### **4. Offer exceptional career prospects**

If people feel trapped they can usually lose interest in a company. Gone are the days where people are loyal to a company. People will drop an organization as quickly as organizations are willing to drop them.

*Wilson Learning research showed that:-  
“ less than 50% of employees feel a sense of loyalty to their companies ”*

Companies have to work to be known as an Employer of Choice and this does not come from getting the label. I know of many who have this label but are talked about despairingly by employees. Again one needs to walk the talk. Offering good prospects may mean moving someone out of a job that is doing a good job and training someone else up. This costs but not as much as in the long run when people leave. The cost of recruitment and retraining can mount to 1000's as well as the time taken to the staff members to recruit.

### **5. Offer exceptional non standard benefits and conditions**

Benefits are rarely a symbol of fulfilment but can be a cause of dissatisfaction.

One can be creative in the benefits that really don't cost a lot. This may be in non-obvious areas such as coaching, part time leave, gym memberships or flexible packages where there is choice. Remember we cannot choose what benefits motivate another so offering flexibility and choice can work well.

Even offering to help social or environmental causes can motivated particularly Gen Y's.

*Wilson research –Human resource magazine Feb 2007*

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**About Jane Johnson**

Jane Johnson is a leading Performance and Life Purpose Coach. She has worked with many solo entrepreneurs, consultants, coaches and executives, to enhance their purpose and success in their career/business. She has also helped many find more fulfilling work.

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