

# Julie Gaver

## Professional Speaking & Corporate Training

Summer 2005

Theme: Employee Retention



The roses were on the table when the couple arrived for their dinner reservations. Their attire clearly indicated that the evening was a special occasion. The conversation flowed easily. Their body language clearly reflected the newness of the

relationship... both leaned in towards each other... good eye contact... lots of smiling. *Someone was being "wooded."* ☺

Companies are a lot like couples. During the recruitment and hiring phase, employers typically go into "dating" mode. They want the employee to see that they have something to offer that is of great worth. But unfortunately for many, as the employer-employee relationship matures, apathy sets in. The employee may lose that "loving feeling" that attracted them to the company in the beginning. They begin to wonder *if the grass just might be greener somewhere else.*

Employee retention is critical to the health of your organization. With fewer qualified people available and the high cost of hiring and training new employees, it makes good business sense to create a work environment which is conducive to retaining your greatest asset. Spending money to recruit new employees while losing those you currently have is a poor return on your investment. Maybe it's time to "woo" your employees!

**"In any moment of decision  
the best thing you can do is the right thing,  
the next best thing is the wrong thing,  
and the worse thing you can do is nothing."**



### Recommended Reading

Love 'Em or Lose 'Em: Getting Good People to Stay, by Kaye & Evans

Gung Ho! Turn on the People in Any Organization, by Blanchard & Bowles

### Tips for Retaining Great Employees

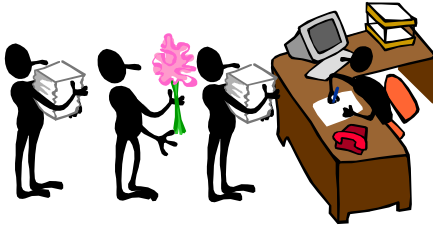


Provide employees with regular opportunities to voice their opinions regarding how the company can improve. Conduct surveys to solicit staff concerns and schedule annual brainstorming sessions to gather ideas for making your company more efficient, productive & profitable. Nothing creates ownership among employees better than being included in the decision making process. Some of the best ideas come from the people you'd least expect!

Give your employees regular "face time". Manage by roaming around. It demonstrates your interest in them. Listen. Encourage. Be the cheerleader. *"Information is the gatekeeper to power."* You can't gauge morale by sitting behind your desk!

Instill in your employees a sense of pride by helping them to understand why their job is important as well as the role it plays in the company's success. Be sure that employees understand the "big picture" which encourages accountability.

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## Outrageous Ideas for Making Your Firm a Great Place to Work

Show appreciation in fun, tangible ways. Reward those who go the extra mile with a free car detailing, massage, tickets to a ballgame, concert or the theater, etc. Be spontaneous so employees don't expect it.

Sponsor brown bag learning lunches for staff. Examples of topics may include: Adopting a Healthy Lifestyle; Financial Planning; Balancing Work, Home & Self; Self Defense, Stress Management, etc. Invite professionals from the community to speak or contact a local Toastmasters Club for pro bono speakers.

Host a "Catch Your Second Wind" party for staff who have been working on a project for a very long time. Use the time to reinforce how much you appreciate their efforts and encourage them to hang in there!

Be attuned to the décor of your offices. A CPA firm in Boston highlights a local artist every month and showcases their work in the firm's common areas. Staff are allowed to purchase work at reduced rates.

Consider benefits which help to improve your employees' quality of life such as gym or Weight Watchers memberships, on-site day care, flex time. Happy, healthy employees make productive employees.

Don't just offer periodic training for your staff, create a *Company University*. Promote it as your firm's in-house educational system. Generation X'ers are the "teach me" generation. Their mantra is "what have you done for me lately?" and they love free education. Think McDonald's Hamburger U.

Some large, progressive firms are offering concierge services. Be creative in your offerings. A company I previously worked for arranged dry cleaning pick up & delivery services during tax season.

**"The hard stuff is easy.  
The soft stuff is hard.  
And the soft stuff is a lot more  
important than the hard stuff."**

*Dr. Tom Malone, President & CEO, Milliken & Company*

## Featured Consulting Services



- Facilitating employee brainstorming sessions;
- Conducting employee interviews & surveys to assess employee morale and assist in improving your organization's culture;
- Management training geared toward learning "the soft stuff". ☺

Contact Julie at (301) 293-4195 for more information.

## Now available:

"The Dance: Bringing Humor & Joy into your Life & Work". A live audio recording by Julie Gaver. Available in CD only.

Send: \$15 to: PO Box 51 Myersville, MD 21773. Includes shipping & handling.