

5 Steps To Improve Employee Retention

You want to retain your most valuable assets – people. And you want to add value to those who are still growing – don't you? Here are five ways you can massively improve current employee retention rates. By Kate Ashley-Norman.



We have a skills shortage in the industry and want to develop of a new fenestration generation. But first we should ensure we look after those who are already working in the business, writes wellbeing guru Kate Ashley-Norman.

The old adage, 'prevention is better than the cure' – is incredibly relevant now when it comes to the retention of staff. So here are my Five Top Tips on keeping people working for you rather than heading down the road to a competitor.

Learn to listen

Too often we get so caught up in the day to day pressures of running a business that we forget to listen – and I mean really listen. I'm not talking about everyday moans and groans but listening to the issues behind those every day moans and groans.

If there is general discontent in your workplace, then there is usually something of substance behind it. It may not be immediately visible but active listening – as much as to what is not said as to what is said, will help you get in front of the curve and root

out any issues before they become too embedded.

Engender a sense of purpose and responsibility

Having a sense of purpose is one of the most essential elements of an individual's overall wellbeing. A sense of purpose, even in the most traumatic and dire circumstances, can provide the energy and anchors needed to weather turbulent storms. Once that sense of purpose is gone, one can be left rudderless and vulnerable.



Terry Waite, was released 30 years ago from 1,763 days of captivity where he was chained to a wall in isolation for 23 hours and 50 minutes a day. He says: "I recognised that I still had life and although it was very limited, I was still able to live as fully as possible."

Admiral Jim Stockdale of the US army was imprisoned for eight years in a camp during the Vietnam war. He was tortured over 20 times during this time, was kept in solitary isolation, had limbs dislocated. Notwithstanding he took on the burden of command to ensure his fellow inmates kept their spirits up (as much as possible when you have no end in sight). This was his sense of purpose. It ensured that he emerged from this trauma psychologically intact. Extreme examples I know but illustrative of the power of that sense of purpose.

Communicate

Despite the plethora of communication methods available to us all today, are you able to effectively communicate with your work-

force? You don't have to be a global corporation to implement a good internal communications strategy – but a simple, regular, structured approach will help develop a greater sense of belonging, ownership and purpose in every organisation.

Training & progression

Linked to that sense of purpose and responsibility is the innate human desire to move forward. There will always be a proportion of your workforce who to stay within their comfort zone, perform a function, clock in and clock out. And they have their value. But if your business is to truly thrive, you need to encourage a constant stream of new energies, information and ideas flowing throughout every department.

As well as the skills required to perform their role, mindset and resilience training contributes significantly to the overall 'can do' attitude of an employee – an attitude that will empower that individual to increase their own confidence and sense of achievement.

Benefits and perks

Every high street name out there is vying to give your employees discounts and cash backs – and the benefits to them could amount to £hundreds every year.

Discounts and cash back schemes are being offered from supermarkets, mobile phone companies, restaurants, even home appliance suppliers – a good benefits package will be a brilliant investment felt in both your own pockets and that of your employees.

And with local GP surgeries becoming more and more inaccessible, services such as Lime-Bee are including immediate access to a doctor 24 hours a day, from anywhere in the world, for your employees and their immediate family.

These are just a few of the things you can do. Applying them or thinking of your own will also give you a sense of purpose. **i**

And if you want any more help or just some useful information. Call me, Kate Ashley-Norman on 07904 345354.