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Subject: FW: LEADING WAYS #30

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"Creating Opportunities for Marketing Success"

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Also available online at www.leader-success.com/newsletter.htm

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LEADING WAYS NEWSLETTER #30



Speaker Tip of the Month

MEMORABLE PRESENTERS DON'T USE COMPLICATED POWERPOINTS THAT THEY NEED TO EXPLAIN

It is always surprising to me when I see presenters taking great pains to explain or read out from their PowerPoint. What is worse many of them look at what is up on the screen and have their back to the audience.

Remember, you are the message – it is not your props.

Use few words and use no more than one PowerPoint for every 3-4 minutes of your presentation.

Your PowerPoint's should only be to reinforce key points or to introduce a new focus into your presentation..

And now on to Leading Ways ::

Please stay !

Western Countries are still grappling with full employment, with vacancies often going begging; an inability to get enough young people to enter trades apprenticeships; and in some cases like ICT bringing people from other countries in order to be able to deliver on contracts.

Numerous businesses have lots of strategies from the recruitment side of things, but perhaps a lesser number are focussing seriously enough on retention strategies. A study by the Corporate Leadership Council identified *"the manager is most important as the **enabler** of employees' commitment to their jobs, organizations and teams."*

The study found that whereas emotional commitment by employees to their job and the organization hovered in the mid thirty percent range of those surveyed, emotional commitment to the team was 47% **and emotional commitment to their manager ranked a high 73%.**

"Integrity without knowledge is weak and useless, and knowledge without integrity is dangerous and dreadful."

-- Samuel Johnson

Grappling with retention starts with understanding ****why**** people are leaving.

However there is little point trying to find out why people are leaving unless you understand why they joined your business in the first place. In that way you can look at unfulfilled expectations.

The first step is to map what people say when they are LEAVING against what they said when they JOIN, to see what has CHANGED in between.

Most of us leaving jobs tend to rationalize the decision, just as we do when we buy a house or a car. In the latter cases we do the logic as to price and value, but ultimately we buy on emotion.

So too with our job search. We think of all the positive reasons why we joined a company and join based on our gut-feeling or emotion, but as we leave, and during an exit interview perhaps the answers some months later are a little suspect in that we have nothing to relate the answer to.

However, by having a third party (so as to assure confidentiality) conduct ENTRY interviews you will then be in a position to track the correlation between “*why people are joining*” to “*why people are leaving.*” Perhaps the entry interview could be part of the induction process.

For example if 5% of your new hires say one of the reasons they are joining you because of the prospect of exciting and challenging work, and at an exit interview 62% say they one of the reasons they are leaving is because of boredom then this will tell you something crucial about the messages being given out during recruitment.

“To build your business, hire only the already motivated.”

- Patricia Fripp

Even though by asking the question ‘*Why are you leaving?*’ appears to be open-ended you may not get to the real reason.

If you change the question around to :: ‘*Why didn't you stay?*’ you may get a more valid response.

For example:

Q. *Why are you Leaving?*
A. *Because I was bored*

-instead-

Q. *Why didn't you stay?*
A. *My work was boring and my supervisor wouldn't listen.*

Quite a different response, and if several people say a similar thing then you will have an issue you can address in relation to why perhaps the supervisor was not listening.

If you are serious about retention issues and accept the conclusions drawn by the Corporate Leadership Council (and other organizations) in this tight labour market then you may wish to consider the following :

- That you are providing your people with ongoing

challenges.

- Employees feeling that they are a trusted and valued member of the team.
- *“I am in a group where my supervisor or manager cares about me and my career.”*
- People are more likely to stay if they have a quality relationship with you, their manager.
- For Gen X & Y and the Millennials they like to have line-of-sight career progression.
- Ensuring your people have the correct work-life balance.
- Money out of all these factors is the least important, if all these other elements are present.

“If you reinvent yourself, others will ask for help to reinvent themselves.”

- Mark Hansen

Now is the ideal time to focus on retention strategies through the better ‘engagement’ of your people.

Have a great Week

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