

Your most valuable assets are not listed on your balance sheet.

Studies have shown that most employees require at least three months training to function in their position cost effectively. With current demands in the labour market there need to be incentives for employees to stay with employers. What can you offer your staff to gain their loyalty?

- A safe and comfortable workplace. Adequate light, heat, and ventilation are essential for good performance indoors. Vehicles and equipment should always be maintained for safe operation. You will lose more than an employee if an accident occurs and you are found at fault.
- Appreciation for a job well done. “Thank you”, “You did a great job today”, or a lunch on the boss works wonders.
- A friendly atmosphere where work can be fun too. Employees who are always afraid of doing something wrong will make more mistakes than those in a more relaxed atmosphere. Staff turnover rates are significantly lower where workers enjoy their environment.
- Consideration and respect for the feelings of the individuals you employ. Employees should never be berated or belittled in front of their co-workers. They should be taken aside and asked for their side of the story when a problem occurs. If there was an error in judgement they should then be shown how the situation could have been dealt with in a better way.
- When employees approach with suggestions or ideas for improvement, listen to what they have to say. By listening to them, you show that you value their opinions and make them feel like part of the team. You may even benefit by implementing some of the plans offered. Huge corporations were not built solely on one person’s ideas or ingenuity.
- Promises you make to your customers and staff have to be kept in order to build a relationship of trust.
- Rewards for employee of the month, promotions, and bonuses for exceeding expectations, are just a few other ways to show that you value your employees.

