

FOCUS ON RETENTION

Mar 1, 2000 12:00 PM, Gregory Florez

Keeping Great Employees

The single biggest reason employees leave their jobs is that they feel their work is not appreciated. So how do managers appreciate their valuable employees? We've found there are five indisputable areas on which to concentrate-the five R's.

Recognition

* Create an MVP program. Several clubs have used programs that create a "most valuable player of the month or quarter." Incentives are used to ensure that individuals are properly recognized for achieving the MVP reward (such as an article in your newsletter).

* If you think that wearable rewards are just for the boy scouts, think again. Award pins are constant reminders for your employees and their customers.

* Sales yearbook: A hardbound copy of outstanding sales achievements (e.g., stories or examples) will stand as a time capsule and can be referred to throughout the years by other employees.

* Bravo cards: Keep a stack of your personalized stationery handy and take time to write a simple note of appreciation.

Keep in mind that recognizing employees does not need to be formal. Here are some "in the moment" ideas:

- * Recognize employees in meetings.
- * Report positive remarks about employees directly back to them, immediately.
- * Introduce employees to key clients and highlight their contributions.
- * Remember birthdays and special occasions, and recognize them in new ways.

Responsibility

It's rare that you will find an employee who doesn't feel empowered when given added responsibility.

* Look for key projects where an employee who's demonstrated initiative can add value in a specific role. Let him know that you are doing this because he has shown promise.

* Many clubs now have formal mentoring programs that give highly functioning employees the job of mentoring new employees. Mentoring serves as a wonderful tool in developing responsibility.

Revitalization

All of us plateau or get into ruts in our jobs. A good leader finds ways to breathe new life into his employees.

- * Subsidize preparation or testing for a specialized exam or training.
- * If there is an event in town, send an employee to attend. Then after he returns, have him create a seminar to present to co-workers.
- * Off-site/off-clock events: Schedule an activity-based event for your team. Use activities that match your team's lifestyles. For example, if you have climbers on your staff, rent a climbing gym.

Rewards

Believe it or not, there are awards that mean more than cash. Here are some ideas:

- * Days off: If an employee puts in extra effort or works overtime on a critical project, you can provide him with an extra day off.
- * Food (free meals, coffee, energy bars, etc.).
- * Magazine subscriptions, event tickets and athletic clothing can be very appropriate and meaningful to people in our industry.

Reviews

Everyone knows how anxious we can become when facing annual reviews, but do we know what constitutes an effective review? Here are keys to an effective performance review:

Most

- ▶ Per
- ▶ Sev
- ▶ Unii
- ▶ Mer
- ▶ Unii
- ▶ Five

Ask tl



Resol

Buyer'
Sear
Sear

Classif
Find
Buy
Purc
Heal

Top 10
Reac
Purc
Reac
2005

Club Ii
See

News
Subs
See

Step b
Lear
For I
Step
Step
Step
Step
Step
Lear

Brows

[Back to Top](#)

Browse Back Issues



March 2007



February 2007



Jan 2007



Dec 2006



Nov

[Home](#) | [Penton Media, Inc.](#) | [Contact Us](#) | [Subscribe/Manage Your Subscriptions](#) | [For Advertisers](#) | [For Se](#)