

THE EXTRA POINT

BY JERRY ROBERTS



829 Your Best Talent Wants to Leave – Pt. 1

You have good talent on your team, and you're wondering if some of them might be thinking of moving on to play on another team? I'm Jerry Roberts and today we look at possible indicators you can keep an eye on. That's next, on The Extra Point.

Good workers leave companies for a lot of reasons. You've likely heard me say that the number one cause is they don't have a strong relationship with their direct supervisor. While that is the principal reason, it's not the only one.

Okay, we have reason #1. People also leave jobs because:

2. They don't see a future with their current company.
3. They received a better offer.
4. Health or family issues force their decision.
5. They move off-island.
6. They seek a change in their life.

There's not much you can do about the last three, but the first three give you an opportunity to fight to retain a talented worker — if that's your objective.

Before we dig into this, we should address the reality of the pandemic, and the flow of federal unemployment benefits. There are just over 100 days remaining for the Pandemic Unemployment Assistance program, known as PUA.

Unless something unexpected happens, that money runs out at the end of August. That will put thousands of workers back into the job market. Companies with open positions should be able to fill them. That is, until tourism begins to roll and that industry pulls people in from all sectors.

Now, how to improve your chances to retain your best talent. Let's talk about those first

three reasons they may want to leave you.

Reason #3, they got a better offer. Years ago I took a call from a business owner who said his best worker received a job offer, and he wanted to know what to do in order to keep the person. I asked about the relationship, and he said it was "okay," but he wished he'd have done more. He said he was always snowed under by work and just didn't have the time.

So many senior leaders wait until they lose a key person before they start planting seeds for a productive relationship with other folks. Ask burglar alarm salespeople when they usually get calls from prospects. Either right after they, a family member, or friend have had their home broken into.

You've heard the saying, "When is the best time to plant a tree? The answer is 20 years ago. When's the next best time? Right now."

Don't wait until a highly important member of your team walks away, before you start setting up barriers for future competition for your talent.

If you build a super-strong bond with your key talent, it will be much tougher for another company to recruit them. The stronger that bond, the more it will cost somebody else to get them to leave.

If you're in management long enough, eventually a worker you would hate to lose is going to walk in your office and deliver the bad news.

Look around your workplace today and consider your best people, their compensation, and the quality of your relationship with them. Would it take a lot more money to get them to walk out your door? Would it take 10% more?

(Con't.)

Would they leave for the same compensation?
Would they jump ship even if they were offered
a little less?

If you don't like the answer you get to the
question, now's the time to start working on
giving good talent good reasons to stay. More
on this topic tomorrow.

That's The Extra Point. Be responsible and
make something good happen today. For 93.3
and the Ray Gibson Show, I'm Jerry Roberts.

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