

THE EXTRA POINT

BY JERRY ROBERTS



830 Your Best Talent Wants to Leave – Pt. 2

Retaining your best talent. Regardless of what the pandemic has in store for us in the days ahead, and regardless of how long it takes for tourism to return to Guam, keeping your top performers will always be a key issue for managers. I'm Jerry Roberts and we'll take another look at that today, on The Extra Point.

Yesterday, we established that the number one cause for people leaving a company is the relationship with their direct supervisor.

Other critical reasons are they don't see a future with the company, or they received a better offer from another employer.

We dealt with the better offer issue yesterday, and today we take on the relationship and future concerns. The great news is that both are situations we are able to work with.

Before we get started, let's recall the point made yesterday about the best time to grow a tree. The best time was 20 years ago, and the next best time is right now.

Simply, get to work now on building a strong bond with workers. Don't wait until one of your key people walks in, saying they're about to walk out. That's too late.

Establishing a relationship and making people feel they have a future with your company go hand in hand. If you're paying a wage that matches the industry standard and people feel they are being well taken care of, it should require a significant offer to get them to leave for an unknown new working environment. That said, it still happens. I know, because it happened to my company.

We lost a few talented people over the years to large organizations. Frankly, these companies were able to offer benefits my itty-bitty business couldn't even qualify to offer. They also were constantly growing and presenting

new opportunities, while we didn't offer the same kind of growth potential. All I could do is thank the person for their time and great performance, and wish them well.

The flip side of this sorrow is the joy of hiring talent who had tired of the large corporate environment, and were looking for fair pay in a smaller, friendlier atmosphere. We had that and it paid off. So, if you've got that going for you, on balance you may break even or even come out ahead in this regard.

It pays to sit down with people once a year and see what they are thinking about goals, and the desire for growth. That puts you ahead of the game, allowing you to plan for someone's advancement. If nothing else, at least you'll know your chances for retaining them into the future.

Onto the matter of building a good relationship. They write big books on this topic, and I've written a course entitled RPM: Recognition, Praise, and Motivation. If your organization wants to get a handle on relationships that result in retention, feel free to call or message me.

For now, let me say that paying attention to workers pays off. Managers need to make the effort to get to know and understand them. To the extent you can, create personalized plans for their development.

Encourage their input often, and let them know they are in your future plans. Assign an occasional solo project they can do, to gain added experience or stretch their capabilities.

You provide the guidelines and an agreed upon delivery date, while they have the freedom to make decisions on how the work is performed.

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If you do these things well and consistently, you'll give your company a better chance to be in their future plans.

Retention is hard, and it's likely to get harder. However, with a good plan, and persistence, you can hang onto a greater share of your top talent. Let me know if I can help.

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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