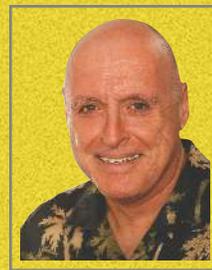


THE EXTRA POINT

BY JERRY ROBERTS



901 Workers Don't Recommend Your Company?

Imagine you're the CEO or general manager, and you just found out that your employees wouldn't think of encouraging family and friends to apply for job openings at your company. How would you feel about that? What would you do? That's coming next, on The Extra Point.

Walmart executives recently woke up to some sobering news. Some of their Black managers said they would not recommend friends and family to go to work at the retail giant.

It was reported by Bloomberg Media that in a survey of 56 Black supervisors, directors, and managers at Walmart, they were not exactly described as an employer of choice. All eight senior managers surveyed gave the lowest possible score when asked whether they would encourage friends and family to work there.

Give Walmart credit for at least wanting to know how people felt, but they couldn't have been happy with the results. The company asked Black leaders a series of questions about career growth and equity at the retailer. These managers who rank just behind Walmart's vice presidents, gave a failing grade, saying Walmart does not equally offer career and growth opportunities to Black and white employees.

They also said they felt there was more pressure on Blacks to perform than placed on Whites.

One thing that stood out was that compensation wasn't listed as an issue. One Black director said in the survey, "Pay, benefits, not bad — but recommend? NEVER. EVER."

Another stated they had been with the company for 10 years and had never suggested that another person of color apply for a job.

As of last year, Walmart claimed a total of 2.3

million employees. Blacks and Latinos account for 39% of hourly workers for the company, but far less than that percentage are in management positions. Bloomberg reported that Walmart did not immediately respond to the story.

So, let's bring the story home to Guam. What if you heard that your employees stayed with you because the money was okay, or for the health insurance, or because employer contributions to the 401K plan wouldn't be fully credited to them until a certain number of years of employment...but when you had job openings and asked them to spread the word about them, they never brought you candidates to fill those positions?

If you speculate that anything close to that sentiment exists in your company, you could confront people directly and ask them for their reasons, but I'm guessing that wouldn't be comfortable for you or your employees.

A relatively painless way is to construct a completely anonymous survey, preferably through a third party who would ensure that anonymity, and ask serious questions about how workers feel about the company.

I've put together surveys like that and sometimes the results are surprising. The surveys run 40-60 questions, cover multiple areas that dig into employee satisfaction, and can include issues such as what we've been discussing.

The information taken from such a survey can help executives get to the bottom of troublesome issues and employee concerns, and create better worker engagement.

(Con't.)

Maybe it will lead to one day, you'll have workers singing your company's praises to their personal network, and you'll have more qualified job candidates than you know what to do with.

Let me say it again, if you go in this direction, you must ensure that the survey is completely anonymous. This is a matter of trust, and you don't ever want to lose that. Happy surveying.

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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