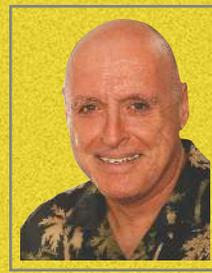


THE EXTRA POINT

BY JERRY ROBERTS



1145 How Frustrating is it to Work For Your Company?

In exit surveys, upon leaving a company, top performing frontline workers often cite unending frustration as a key reason for their decision to quit. So, just how frustrating do you think it is for workers at your place? I'm Jerry Roberts and we'll dig into that, next, on The Extra Point.

How frustrating is your workplace? You might say that frustration is a personal thing, and it will register higher for some, and lower for others. If you said that, you'd be right. It varies from person to person.

That said, a wise manager will regularly take the temperature of his/her team to find out what challenges or roadblocks they're facing, and what can be done to help.

Workers won't always voice their displeasure at workplace irritants. They may figure you already know about them and since you aren't doing anything to bring about change, you must be okay with things the way they are. Therefore, you won't know how they feel unless you ask.

Sometimes, it's a manager who has been operating in a certain way since the beginning of time, and sees no reason to change.

Even though workers offer suggestions on how to make improvements, the manager is content to keep things as they are and resists efforts to do work differently.

That's frustrating.

The worker then has a choice:

1. Live with doing things the same old way.
2. Ignore what the boss says and do the work the way they think is best. This comes with an obvious risk.
3. Look for another job.

Frustration leads to disappointment, stress,

anxiety, absenteeism, low productivity, conflict with a supervisor, and eventually it can mean parting ways with an employer — whether that's via resignation or termination.

While this problem is often seen throughout an organization, it's more visible on the front line. I've regularly seen it in restaurants, various retailers, telecom companies, government agencies, and that's the short list.

You can see it on a worker's face. They're not having a good time, and they must just hope they can get through the day without a major problem, or getting chewed out.

In many cases, front line workers are the lowest paid, least trained, most criticized, and most frustrated players on the team.

What's the problem with that? They're also likely the folks who face your customers. Do you really want frustrated, unhappy workers in charge of your precious relationship with your buyers?

I tell senior leaders that if they plan to put the customer relationship in the hands of someone, to make sure that someone feels fairly compensated, and cared for. To do any less is inviting problems nobody needs.

Employers want workers to care about their job and the organization. They want effort, and they want loyalty. Those are good things, but become increasingly difficult to deliver in the face of mounting frustration.

What should you do?

One, don't give your top talent an excuse to leave you.

Two, don't give your front line talent the kind of experience that drains them of any will to be their best, and serve your customers well. (Con't.)

Three, don't put off asking the question and finding out how frustrated your people may be.

Let them know you're out to make things better if you can. Ask the question: "Is there anything about your job or about the company that frustrates you?"

What can happen if you do?

Communication could improve. Workers who may have been thinking of walking away may put the brakes on and hang around a little longer to see how things shake out. In addition, customers may be treated better, and you'll never regret that.

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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