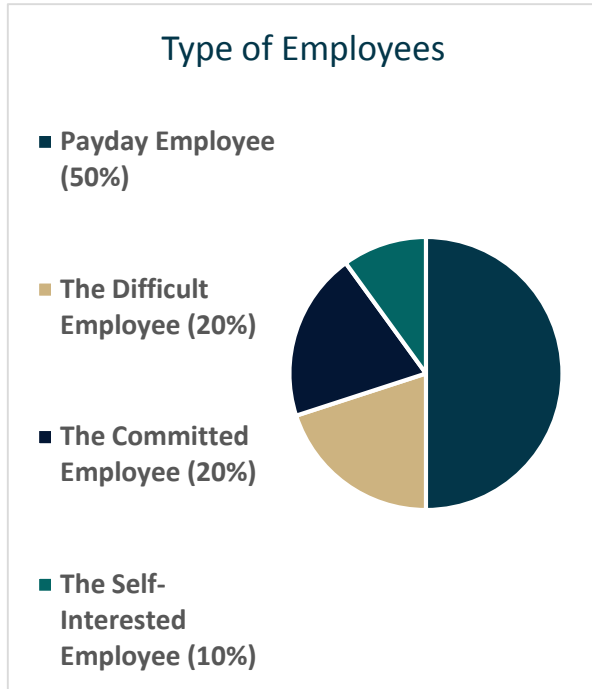


Retaining satisfied employees is a crucial indicator of an attractive work place, but engaged employees will set companies apart from the competition. Cultivating a talent management plan will allow a company to become proactive and aware why top talent may consider leaving their company before it happens. Salary is not the only solution to encourage production, and it's only temporary. By understanding the type of employees you have, and how they're influenced you can build a retention plan to earn loyalty and increase overall engagement.



Who makes up your team? The workplace is made up of typically four types of employees. Understanding what motivates a person will help management bring out the greatest potential of their employees. The payday employee and difficult employee are motivated come to work out of obligation and money, but the difficult employee is more likely to bring negativity to the work environment. Neither of these employees regularly strive for greatness, however the payday employee may become more involved when the goals of a project or task are communicated with a clear purpose.

A self-interested employee is most concern with their personal needs, so reminders how their individual contribution is connected to the greater good are necessary to keep their mind on the big picture. Each organization can highly benefit from a committed employee, but it comes with a price.

These employees are self-motivated, career minded, and ambitious people that will take your team and company to the next level. They crave a challenge, but will get bored or get burnt out quickly if there's a lack of responsibilities or room for enhancement.

People don't leave companies, they leave supervisors and work environment. Top reason why:

- Lack of training/ poor supervision
- Conflicts with management and/or other team members
- No room for growth
- Management/employee mismatch
- Salary (Sweet-spot is \$80K-\$100K)

These are some common responses we hear at **Schaper Associates** when we ask job seekers what is their motivation for considering a new position. The best way an employer can prevent turnover is to identify issues before it's too late by developing a talent management program. Employee production, activity, and consistent service not only benefits the company's P&L statements but also is the key to predictive analytics of employee retention.

Increase engagement without pay raises. Compensation is only a temporary way to satisfy employees, but communication is a long term solution. According to a 2013 Bless White study, 25 percent of employees admit they would be more satisfied with their position if they had a better relationship and open communication with their manager. In the same study, 5 percent believe they would be more involved with more training and resources. Encourage office collaboration on projects, operations, cross training, and sharing of resources.



Top talent is not always actively seeking new opportunities, but they are on the competitor's radar.

Become proactive with your team by implementing a strategic retention program.

- **Clearly define company goals of retention:** percent of top-performing employees, growth of employees, new tasks and responsibilities etc...
- **Value office relationships:** determine the critical relationships and how to improve them.
- **Conduct "stay interviews":** understand the triggers that may tempt top-talent to leave. This is different from a performance review and is the foundation to the personalized retention plan.
- **Customize individual retention plans:** based on their "stay interview" become a mentor and guide your employees to their full potential. Include goals, measures for success, accountability, professional growth to communicate expectations clearly so results can be measured.