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July 2017 Newsletter

Retain High Performers and Tips for Motivating Employees

In a brightening job market, the eyes of employees begin to scan the landscape for greener pastures. To avoid the costly impact of increased employee turnover, organizations are looking for ways to retain and get the most out of their high performers. I have seen employee loyalty, alongside customer loyalty, become a top priority. **Keeping your people inspired, challenged and productive at work is more important than ever.**

Losing good people and training new ones is extremely expensive and time consuming, and many organizations will do whatever they can to avoid it. The smart companies are proactively taking the time to educate, motivate and reward their team members on a regular basis to keep them inspired and loyal to the organization.

I offer the following tips to motivate employees:

- **Capture your employees' attention.** Rally your people around a common message or call to action using creative communication strategies and inspiring events.
- **Drive consistent messaging** within the organization to make sure that everyone is on the same page. For example, hold monthly all-employee meetings and encourage ongoing communication from company leaders. Implement multiple points of contact and interaction with your people, using forums such as team meetings and employee focus groups, as well as posting news on your intranet.
- **Demonstrate how much you value your team members** as individuals. Take the time to ask about their family and outside interests. The little things, like remembering birthdays and asking about a son's or daughter's sports game, will be appreciated and ultimately contribute to productivity and loyalty.
- **Provide ongoing learning opportunities** for your people. Employees will be more engaged and productive when they feel that they are always learning something new and that their company is committed to helping



them develop in their career. Focus on offering the right kind of training using the right medium at the right time.

- **Recognize contributions and reward results.** Employee recognition and reward programs give employees positive feedback and concrete goals to set for themselves. Inspire your people to reach both organizational and individual goals through creative and targeted incentive programs.

You must also realize that what attracts a candidate to a particular job is often different from what keeps that person there. While a job particular function, salary and even location are certainly key considerations for new employees, these factors become less influential in retaining people.

Develop the right kind of work environment and organizational culture. Create a culture that rewards performance, creativity and initiative. Most importantly, create opportunities for employees to advance and to be given more challenging responsibilities will make all the difference when it comes to retaining your high performers.

However, this is not a one-way street. **Managers must also enable employees to achieve balance in their lives** and provide them with the opportunity to take time off whenever they can to balance long hours worked at other times. You can't tell people to work hard--that just breeds resentment. But what you can instill in them is the notion that their contribution is invaluable and necessary--no matter what their role.

[Read On to Learn How to Create that Culture](#)

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FEATURE BOOK



Leading Total Quality Mission, Volume 2 Building capability and commitment By: Orlando E. Blake, PhD, CPT

Leading the Total Quality Mission: Building capability and commitment, Volume 2, is a book about the value of aligning good leadership practices with a commitment to total quality and the inherent worth of people in organizations.

You will be introduced to how-to processes and tools that, when implemented, make your total quality (TQ) and continuous improvement (CI) programs successful.

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Thank you for reading our newsletters. It has been a privilege to provide them to you and I sincerely appreciate your feedback.

I will continue to post on LinkedIn, Facebook and Twitter. You can find me on LinkedIn here: [Find Me On LinkedIn Here](#); Facebook: [Facebook for The Blake Group Here](#); Twitter: [Twitter for The Blake Group](#); and of course The Blake Group: www.blake-group.com.

Sincerely,

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