

# 7 Key Points to Retention



The revolving door of your workplace is making you dizzy. Employees seem to disappear as soon as you train them, and you feel like you're spending more time putting out fires than building your business. What can you do to keep good workers who will not only stay for the long haul, but become invested partners in your company?

**There are three mindsets that have to change about your workforce before you can expect to increase your retention rates:**

***1. "Let's wait and see who is going to make it before we invest in them."***

It seems like a vicious cycle: You don't want to waste time providing opportunities for engagement and trust, only for employees to leave. In turn, employees leave because you haven't invested that time in building engagement and trust, two of the biggest factors in retention. Don't wait. Invest right away, and start to see the patterns change. As Richard Branson, entrepreneur and founder of Virgin Group, says, "Train people well enough so they can leave, treat them well enough so they don't want to."

***2. "All we want is for them to show up, and we will teach them the rest."***

If you set the bar at the level of "all we want is for them to show up," you have set the bar too low. Employees will not perceive much value in the opportunity you are providing, or in what they can offer, and you will appear reactive rather than proactive.

***3. "We have great benefits and a fair wage, and we will provide them with training."***

Thinking that benefits, wages and training are a draw to your company is a transactional approach to a relational situation. In other words, you must be able to share why working with you will be a good decision on their part. It is in the transformation, not the transaction, that you retain quality workers.

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**If you are going to attract and retain talent you will have to demonstrate these four things:**

***1. Trust and respect people (not by what you say but by how you behave).***

Without a doubt, you face stress in your job, especially if you've been dealing with the challenge of employee retention. However, it's important to treat everyone in the workplace as if you believe and expect the best of them. Most will respond by living up to those expectations.

***2. Help your workers build a future.***

Everyone wants to live for a purpose and with meaning, including, and especially, in their jobs. By providing opportunities for your workers to grow and develop, you're building intrinsic motivation for them to dedicate themselves to play a part in the bigger picture of your business.

***3. Demonstrate not just how to do a job, but how to grow as a person and an associate.***

In the vein of transaction vs. transformation, focus on relationship, dedication, wisdom, and integrity, not just the "stuff" that has to get done. Investing in these qualities not only builds bonds within the workplace that increase retention, but shows your employees that you trust in their character and growth.

***4. Focus on why your organization or company does what it does.***

When you keep the "why" in mind, you understand your organization's purpose and how that impacts employees, families, and communities. You work toward a shared vision that is larger than profit and jobs. "What" is the reason your company survives. "Why" is the reason it thrives.



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