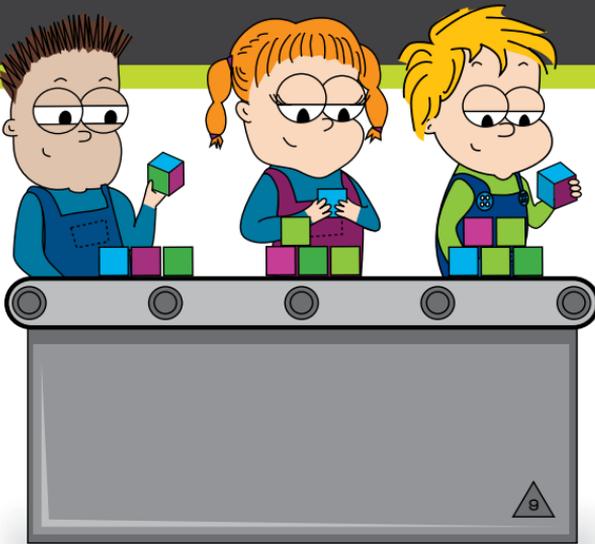


TRUTH 9

About Staff

Attract the brightest,
keep the brightest



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How do we engage our people?

Your staff provide both your greatest challenges and your greatest rewards.

Businesses are about people. Without people a business can't exist. People are the owners, the staff, the families, the contractors, the suppliers and the customers.

To raise a Healthy Bouncy Business however, your staff must get extra special attention.

This process must start by making every effort to only hire people who will fit in, who have enthusiasm, energy and resourcefulness that is well above average. The old saying goes: "Hire for attitude and train for skill." In other words, finding staff with the right attitude is much more important than skill, because skill can be taught.

Once you have found the staff with the right attitude, you have to make sure you keep them. Staff turnover is one of the greatest hidden costs facing business. Recruitment and training - as well as the loss of efficiencies that come with bringing new people into a team - can often cost as much as 50% to 100% of a year's salary. It can also be shown that businesses with high staff turnover are not getting out of their staff what they might: it indicates that staff are not engaged and motivated in their work.

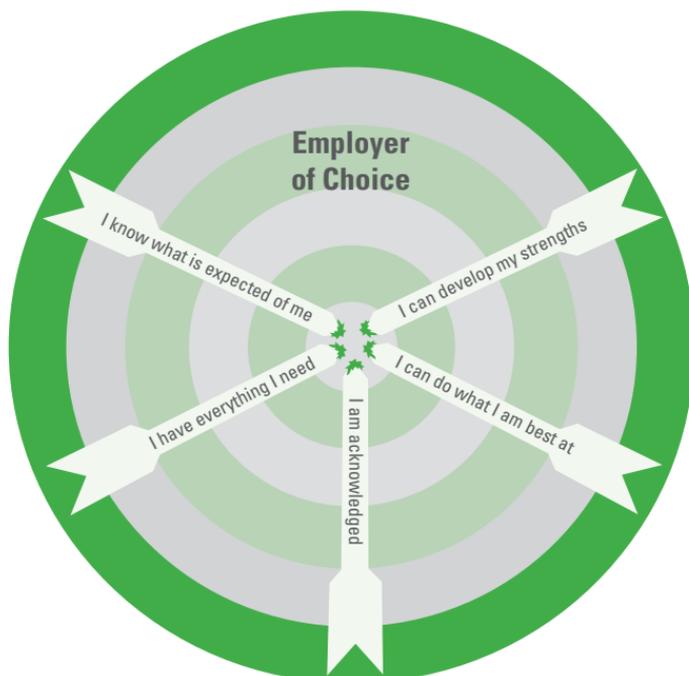
To attract the brightest and keep the brightest, requires a single-minded focus that rivals that of finding customers and generating business.

The owner of a Healthy Bouncy Business is always focused on recruiting. Just like he might have a database and system for keeping track of clients and prospects, he has a system for keeping track of potential recruits. Just as the business owner might hold drinks in his office for his clients every few months to build solid relationships into the future, so he has drinks for his potential recruits to build the same long term relationships.

Attracting and keeping the brightest also involves creating a work environment that people want to work in. It requires having processes in place to select the brightest people from the many who might want to work for you. Attracting and keeping the brightest requires making it a priority to help your staff develop and grow. It means making it your mission to find out what makes your staff tick and how you can help them do their best work. It involves your learning to understand that people are motivated by many things besides money, and that people want to be part of something bigger than just making profit for the company.

A Healthy Bouncy Business does much more than pay lip service to these statements. There will be a constant focus on these principles at all levels of the business. As a result, people will line up to work for the business - making it possible for the business owner to actually engage the brightest.

The Top 5 fulfilled needs of engaged and motivated staff



Tony's Bedtime Story

Once upon a time a long, long time ago in a land not unlike Australia... I worked with a small business owner called Tony, who owned an interior design business. Most of Tony's staff were designers of varying levels of seniority. Young designers especially tend to be highly itinerant, moving from company to company a great deal. Good designers are really hard to find. It certainly was Tony's experience that the good ones were not the ones replying to job ads: the good ones would rarely be out of work.

When we started working together Tony dreaded the request for a one-on-one meeting from his staff, because invariably this would be about announcing that the staff member was moving on to another company or overseas. We realised that this was simply going to be a feature of his industry for the foreseeable future. We decided that a strategy had to be devised to build a pipeline of good candidates, so that when someone resigned, Tony could simply pick up the phone and ring a few pre-qualified designers who would be keen to come and work for him.

We developed a plan and strategies. This included putting on four seminars about industry developments for young designers every year. It also required developing relationships with the local design schools. Then Tony created all sorts of social media strategies. And he made it known to his existing staff that they would get a significant financial bonus for introducing a new staff member.

Now, a few years later, Tony lets his staff go with his blessing. He regularly keeps in touch with all his ex-staff and several have indicated they would love to come back at some stage. There is a constant flow of exciting and enthusiastic young designers in and out of his business - and the practice is buzzing.

And Tony lived happily ever after...

Next Steps

1. Ask yourself: Would you want to work for your business? And long term?
2. What is the average time that staff stay? Is it more, or less, than one year?
3. Start building a database of prospective employees (just like the CRM system you use for clients).
4. List five places you could find the next star employee.
5. Begin the process of creating role descriptions for all jobs. A simple, bullet point form is sufficient.

Resources

- *The Ten Truths* Website: www.thetentruths.com.au/resources/staff/
- Article – Roland Hanekroot: “How to get and keep great staff 1” www.thetentruths.com.au/Downloads/Great-staff-1.pdf
- Article – Roland Hanekroot: “How to get and keep great staff 2” www.thetentruths.com.au/Downloads/Great-staff-2.pdf
- Book- Marcus Buckingham, “First Break all the Rules” gmj.gallup.com/content/1144/first-break-all-rules-book-center.aspx
- Book – Ken Blanchard et al: “The one Minute Manager” on Amazon www.amazon.com/One-Minute-Manager-Kenneth-Blanchard/dp/0688014291/ref=sr_1_1?s=books&ie=UTF8&qid=1286767232&sr=1-1
- Book - Ken Blanchard et al, “The one Minute Manager creates high performing Teams” on Amazon: www.amazon.com/Minute-Manager-Builds-Performing-Teams/dp/0061741205/ref=pd_sim_b_3



- Book – Steve Lunden, “Fish” on Amazon: www.amazon.com/Remarkable-Boost-Morale-Improve-Results/dp/0786866020/ref=sr_1_1?sr=books&ie=UTF8&qid=1286767332&sr=1-1
- Worksheet/ Tool - Twelve questions for engaged staff survey (From Marcus Buckingham) www.thetentruths.com.au/Downloads/twelve-questions-staff-survey.pdf

Remember

Once our basic needs are met, money does very little (if anything) to motivate us.

It is a useful way to keep score, however.

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