



GIS

Global Institutional Solutions

Business Growth & Continuity (BG&C)

Toolkit Template Employee Loyalty

Objective: This template has been developed to document critical activities and information related to your business in the event of the incapacitation of your executive leader or owner. This toolkit profiles strategies and provides a guide for gauging employee loyalty.

Although this may sound like a strange exercise during an executive absence, some staff members may use the opportunity to leave the firm with important clients or displace co-workers for a superior position within the company.

A few activities that mitigate the risk of employee disloyalty include:

- Carefully structured employment agreements that impose fines or legal action in the event of professional malfeasance
- Encouraging HR to document any and all questionable issues that relate to staff. Founded or unfounded, tracking all incidents provides potentially useful legal grounds for dismissal and alerts management if a pattern of complaints arises around a staff member.
- Have staff sign an oath when joining the firm, separate from an employment agreement. The oath may serve as a reminder of core firm values and reminds staff of the expectation of ethical professional conduct from the beginning of their experience with the firm
- Including performance measures as part of an annual review that may directly or indirectly indicate the level of an employee's loyalty
- Rewarding and recognizing loyalty and performance with monthly, quarterly or annual awards or bonuses that reflect loyalty and performance.

Additionally, it is important that the culture of the business stays sound during an executive absence, reinforcing loyalty and reducing the potential for staff and client attrition.

- Observance of company outings and events during a leadership absence
- Sponsorship of community activities or teams to maintain a positive presence and send a positive message to staff and clients alike