

Staffing – Retaining Good Staff

Retaining good employees is the other side of effective staffing. Keeping good employees is essential to keeping the business functioning and succeeding.

Staff retention can vary based on the company and the individual but knowing what motivates each employee is important. Some people want money, some more challenge, some need a greater work/life balance, while some care more about benefits. And all like acknowledgement!

Be sure to know what your competitors and other businesses in your area pay and their range of benefits. The view needs to be broader than only industry competitors because, for certain positions, industry is less important and people can move easily to companies in other industries.

It is always beneficial to know how your benefits rate against competitors and other companies in your geography. If your current employees are not up to date on this, their friends and acquaintances may be. Websites such as [Glassdoor.com](https://www.glassdoor.com) provide information posted anonymously by employees and ex-employees on this and other topics.

Remember that no matter how much a company may hope to keep this type of information from the public eye, it is out there. And your employees know where to find it.

Use periodic reviews with all employees to understand what motivates them and if they are happy. Active listening and employee outreach can make your employees feel happier and also give you insight into their satisfaction.

Each supervisor and manager should be aware of each of the team member's attitude, motivation, and current views on their work life. Scrambling to retain someone who has resigned is usually a losing proposition. Offering more money may convince an employee to stay in the short term, but may decrease their satisfaction with the company in the long term and may possibly have a negative effect on the rest of the staff.

Knowing what motivates each person helps keep them happy. If it is challenge, consider staffing them on teams undertaking new projects or researching new

areas or functions. If it is work/life balance they value, then suggest positions that have more regular hours.

Retaining good employees means listening to them, understanding what motivates them, and providing it whenever possible.