

Improving Results

March 2011

Volume 8 Issue 3

By Facing Our Challenges, We Discover Our Potential

STRATEGIC SOLUTIONS 510-432-7596

Retaining Top Talent

A company's top talent is the key element in distinguishing itself from others in today's competitive business environment. Since its top performers are the mainstay of an organization's success, a real problem presents itself in terms of how to retain their loyalty. Work ethics and attitudes have changed to give talented employees more power and more choices than ever. Moreover, a talented employee's defection to a competing company can result in big financial losses for the organization in terms of lost production and contacts.



By examining the reasons why employees choose to leave a particular place of employment, it is wise to first examine the reasons that employee chose to stay there as long as he or she did. Surprisingly, the main reason top talent leaves one company to work for another is not always because of dissatisfaction with one's salary. It is because some aspect of what attracted them to your company initially deteriorated to the point that whatever the new company offers them seems more attractive.

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Developing Your Leadership Bench

Change is inevitable.... With the influx of baby boomers retiring (as we mentioned in a previous issue about the retirement and lost workforce), business growth, outsourcing, resizing, downsizing, etc.... you always have a need for exceptional leaders. You know the leaders that can take your company to higher levels. One of the greatest traits of an excellent leader is in how well they develop others. By focusing on hiring, training, and developing the future leaders of their company they will ensure successful growth. This will prepare the company for any transition that may arise.



Successful leaders make sure their 'bench' is strong and ready. They plan by focusing on the details, strengths, weaknesses, and competencies of their workforce. They then put together a process for improvement that may include professional coaching, mentoring, shadowing, training, and development. Developing a strong bench will prepare everyone for growth.

- *Do you have a plan & process in place to develop future leaders?*
- *Do you use assessments to identify behaviors, attitudes & values, competencies, and emotional intelligence?*
- *Is everyone aware of advancement potential within your company?*
- *Do you have a reward system in place to motivate people to become exceptional leaders?*

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One Minute Ideas

Help Employees Succeed

Save yourself – and your organization – a lot of wasted time and energy by making sure employees don't fail for any of these reasons:

- **They aren't** sure what the job is
- **They don't** know how to do the job
- **A person** or situation interferes with employees' ability to do the job.

Source: *13 Fatal Errors Managers Make and How You Can Avoid Them*, by Steven W. Brown, Quality Resources, 902 Broadway, New York, NY

Cut excess from your writing with a word search for "and." If "and" links two nouns, verbs or modifiers, question if you really need both. *Examples:* "background and experience," "grow and expand," "each and every."

Source: *Freelance Writer's Report*, CNW Publishing, P.O. Box A, North Stratford, NH

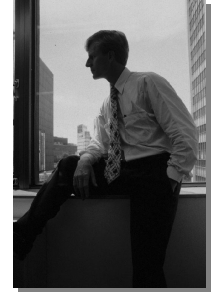


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Direct management problems can often be the cause of a talented employee's departure from a company. Something as seemingly trite as differences in working styles can cause breakdowns in communication and result in job dissatisfaction. This problem can be solved by training managers to be on the lookout for these types of problems and by giving them special skills needed to resolve minor conflicts without unwanted backlashes. Managers should be made aware that retention needs to rank high in their list of priorities and that they should pay heed to it at all times. Sadly, many managers only consider retention when they are given notice that someone has decided to leave the company.



Showing a company's talented employees that they are appreciated is one of the best ways to cause them to show loyalty to your company. Whenever possible, reward employees for jobs well done: whether monetarily or by some type of widespread recognition. Mention outstanding work accomplishments in meetings and newsletters and let these valuable employees know their performance within your organization has not gone unnoticed.

Recent studies have shown that human resource and senior managers play a huge role in the retention of a company's top performers. More than ever, emphasis should be placed on their being able to balance the needs of the top performers within the confines of the company's needs as an organization. The rules have changed from the old days when employees committed to their jobs for a lifetime and today's management teams should be specifically trained to put this on the forefront of their minds in order to compete in today's more aggressive work environment.

If you have any questions about retaining talent in your company, contact us today!

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*"The only way to avoid failure is to never try anything new."
~ Unknown*

Food For Thought –

The Simple, 'new' carb rule: If it's white, don't bite

"Bad" carbs are generally white in color. Think: Sugar, white flour, white bread. If you avoid "bad" carbs you may reduce your risk of type 2 diabetes, heart disease and weight gain.

"Good" carbs come from fruits, vegetables, and whole grains. Eat "good" carbs to keep your cholesterol level healthy...your blood pressure and blood sugar stable...and excess pounds off.

