

STRATEGIES ON HOW TO RETAIN YOUR EMPLOYEES

The longer an employee is employed with your company, the more experience they will have in the industry you operate in and your specific approach to business, which is invaluable as your employees are essentially your company's brand ambassadors. An added benefit is that even though these "long-term" employees are achieving continuous good results themselves, they can assist other employees to do the same by training and mentoring them which will result in high-quality work being delivered throughout your company with ease.

Replacing a "long-term" employee is an obvious setback to one's company, the actual loss itself is in terms of their knowledge and expertise which will leave with the employee and this in itself could be detrimental for your business.

Listed below are a few tips which may be beneficial in an attempt to retain these valuable "long-term" employees:

Hire right. Get a head start by hiring right the first time. This would include ensuring that a company sources the right type of candidates first time. Guided by the recruitment and selection policies and a thorough interview process, a company should be able to employ a candidate whom is best suited for the job and also able to fit in with the company ethos. Background checks, personality testing and aptitude testing can be beneficial, but there is still a risk.

People don't quit jobs. It is not always true but in some cases employees quit their managers. Labour research has shown that there are key reasons behind high attrition and not without reason. An employee's job satisfaction is directly proportional to his or her work-equation with his or her Manager. An organisation should ensure that the line Managers are not only technically qualified but also have the skill to empathise with their team.

Match expectations, responsibilities and rewards. Job dissatisfaction can be highly attributed to a mismatch in expectations between the employer and employee. There should always be clear discussions in the team about what is expected

from each person, and how their role contributes to the company's organisational goals and objectives. Show appreciation and duly reward the efforts of your employees.

Work-life balance. In this blatantly competitive and "hyper-connected" business environment, most people find it challenging to live a balanced life. Companies also need to be mindful that there are employees who will stop at nothing and go beyond what's expected of them to ensure a successful result. For these employees to be 100% productive 24 / 7, is impossible and as a company, you would not want employees holding a "grudge" against their Managers and/or the company, for life's imbalances. It is recommended that employees are given actual time off, to switch off from work mode, to be able to leave work early on certain occasions and to have their time and their person respected. Doing so would ensure that your employees are rejuvenated, looking forward to coming to work and that they are truly productive when at work.

Training and growth. Most employees leave a company either based on "new prospects" or to further their careers as they feel stagnant. In order to grow and nurture an employee, training that is centred to their role is imperative. Furthermore, employers can assist to accelerate an employee's career through cross-functional training, help them develop new skills and explore "bigger" roles in the organisation.

Ultimately, the above mentioned are cost effective retention strategies that can assist the company. Employee retention is a financial gain.

This article is a general information sheet and should not be used or relied on as legal or other professional advice. No liability can be accepted for any errors or omissions nor for any loss or damage arising from reliance upon any information herein. Contact Strata-g Labour Solutions for specific and detailed advice.

**TEBOHO MOTSOANE
SKILLS DEVELOPMENT FACILITATOR AND
EMPLOYMENT EQUITY CONSULTANT**