

# Employee Retention Drives Customer Loyalty

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## How do I retain employees?

culture

communication

alignment

incentives



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# Culture



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## What is culture?

- Culture is NOT
  - mission and vision
  - marketing strategy
  - missing

“the set of shared attitudes, values, goals, and practices that characterizes an institution or organization”

~Merriam-Webster Online



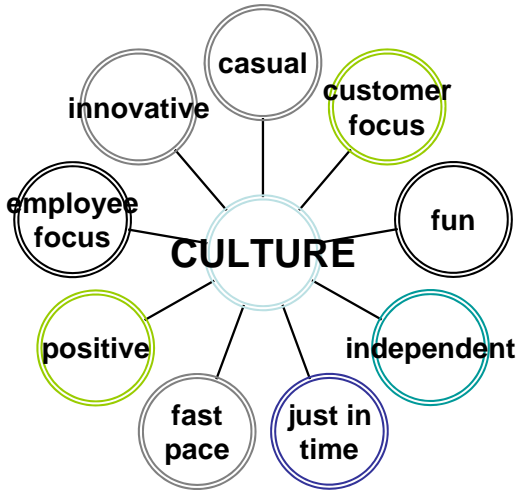
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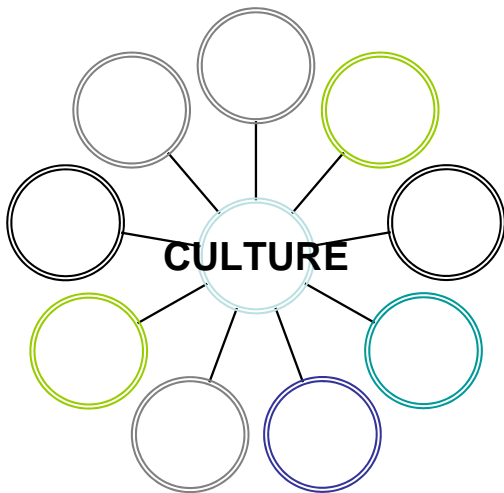
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# What is my culture?



# What is my culture?



## Culture

- Identify your current culture
- Define your ideal culture
- Focus on your culture

“How do my decisions support  
our shop’s culture?”



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## Communication



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## When does communication occur?



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## When does communication occur?

- Meetings
- Trainings
- Orientation
- Annual reviews
- Manuals
- Memos

Formal



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Formal communication is prepared communication.



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When does  
communication occur?

- Office
- E-mail
- Telephone
- Work area
- Text

Informal



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Informal communication is ongoing communication.



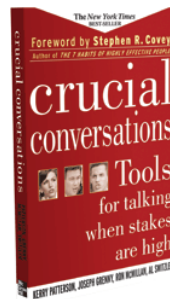
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## Formal versus Informal Communication

- Formal communication
  - Be open and timely
- Informal communication
  - Be prepared



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## What do I communicate?

- Short-term and long-term impacts
- Business, customer and employee reasons
- Avoid "because I said so!"
- Focus on your communications
  - Be open, direct and timely
- Personalize your message

"How do my communications support my shop's culture?"



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## Alignment



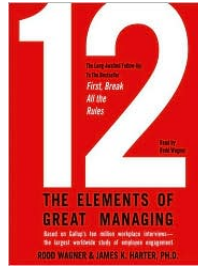
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## Gallup® Q12®



1. T / F
2. T / F
3. T / F
4. T / F
5. T / F
6. T / F
7. T / F
8. T / F
9. T / F
10. T / F
11. T / F
12. T / F

## Gallup® Q12®

- Solicit feedback purposefully
- Focus on the feedback
  - Design an approach together

# Expectations

## SMART Goals

S – Specific

M – Measurable

A – Attainable

R – Relevant

T – Time-bound



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# Goal Worksheet

- My goal is to...
- It supports the shop because...
- I will know I have succeeded when...
- I will achieve my goal by...
- My supervisor will support me by...



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What types of decisions  
do I make regularly?



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## Business versus Employee Decisions

- Business decisions
  - Deciding when to hold a sale
  - Deciding inventory levels
  - Deciding how to layout space
- Employee decisions
  - Deciding appropriate compensation
  - Deciding benefits
  - Deciding when to recognize employees



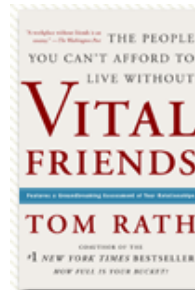
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# Employee Orientation



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## Top 10 Reasons to Work at Google

1. **Lend a helping hand.** With millions of visitors every month, Google has become an essential part of everyday life – like a good friend – connecting people with the information they need to live great lives.
2. **Life is beautiful.** Being a part of something that matters and working on products in which you can believe is remarkably fulfilling.
3. **Appreciation is the best motivation,** so we've created a fun and inspiring workspace you'll be glad to be a part of, including on-site doctor and dentist, massage and yoga, professional development opportunities, shoreline running trails, and plenty of snacks to get you through the day.
4. **Work and play are not mutually exclusive.** It is possible to code and pass the puck at the same time.
5. **We love our employees, and we want them to know it.** Google offers a variety of benefits, including a choice of medical programs, company-matched 401(k), stock options, maternity and paternity leave, and much more.
6. **Innovation is our bloodstream.** Even the best technology can be improved. We see endless opportunity to create even more relevant, more useful, and faster products for our users. Google is the technology leader in organizing the world's information.
7. **Good company everywhere you look.** Googlers range from former neurosurgeons, CEOs, and U.S. puzzle champions to alligator wrestlers and Marines. No matter what their backgrounds, Googlers make for interesting cube mates.
8. **Uniting the world, one user at a time.** People in every country and every language use our products. As such we think, act, and work globally – just our little contribution to making the world a better place.
9. **Boldly go where no one has gone before.** There are hundreds of challenges yet to solve. Your creative ideas matter here and are worth exploring. You'll have the opportunity to develop innovative new products that millions of people will find useful.
10. **There is such a thing as a free lunch after all.** In fact we have them every day: healthy, yummy, and made with love.

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## Alignment

- Focus on your culture
- Focus on decisions and processes
- Focus on communication



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## Incentives



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## Incentives

- Wage incentives
  - Commissions
  - Bonuses
  - Performance-based pay
  - Company-wide incentives

## Appreciation

- Focus on employee well-being
- Consider work/life balance
- Solicit feedback purposefully
- Personalize feedback

# Recognition

- Focus on your culture
  - Supports team
  - Creates fun
  - Acknowledges stress
  - Provides high touch with employees
- Types
  - Frequent
  - Specific
  - Timely



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# Carrot Principle



- Occasions for recognition
  - Above and beyond performance
  - Career recognition
  - Celebration events
  - Day-to-day recognition

Effective recognition is frequent,  
specific, and timely.



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## How do I retain employees?



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## Focus and Align!

- Focus on your culture
- Focus on your communications
- Focus on employee feedback
- Focus on employee well-being
  
- Align expectations and decisions with your focus



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Thank you!

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