



Career & Life News

Forge a Foundation of Loyalty

Is loyalty an outdated concept in today's marketplace? Recent studies have shown that less than half of U.S. workers believe that their companies deserve their loyalty. Progressive companies recognize that true loyalty depends on earning people's enthusiastic commitment to a relationship that will improve their lives in the long run. These six principles help build a foundation of loyalty:

1. Play to Win

Target customer value to keep your organization on the high road. Focus on the basics: cost, quality, timeliness, and discovering new levels of excellence.

2. Select the Best Employees

Focus on employees who can help build mutually beneficial relationships that reflect the values of loyalty. The firm should foster loyalty by creating a uniquely attractive work opportunity, adhering to stringent recruiting standards, and assuring that employees' first experiences on the job reflect both their value to the company and the values of the company.

3. Keep It Simple

Eliminating hierarchy encourages loyalty. Structure teams in small units with on-site leadership and direct accountability.

4. Reward the Right Results to Retain the Right People

If it matters, measure it. Within a company, focus on the service components that matter most to target customers, and track performance daily. Rewards for exceptional employees increase productivity, loyalty and retention.

5. Listen Hard, Talk Straight

Learn and teach the communication skills of listening, learning, acting, and explaining.

6. Preach What You Practice

Articulate your principles clearly. Teach others what you stand for, how to apply the principles daily, and how to spread the message to others.



By consistently keeping the interests of employees, customers, and business partners at the forefront, companies can build strong bonds of loyalty that benefit all levels of the organization.

For Improved Retention, Focus on Motivation

It is shocking, yet true: the cost to replace an employee can be 150% of the employee's annual salary.

For improved retention, discover what motivates your workers and strive to provide those things to top performers. Try these tips:

- Invest in your staff. Keep their skills current through training and coaching. Provide feedback and encouragement. At the end of projects, hold debriefing sessions to discover what succeeded, how processes could be improved in the future, and what your staff expects and needs from management.
- Humor boosts morale and productivity. Create a space where employees can share appropriate comic strips and jokes. Use funny post-it notes. Enjoy casual days or theme days, such as "Baseball Season Opening Day."
- Involve employees in important decisions.
- Build team spirit by developing enjoyable internal contests with reasonable, attainable goals. Rewards can include gift certificates or cash.
- Little things count. A note of thanks, a pat on the back, or verbal recognition in front of others can fuel a motivated attitude.

