



Professional Growth Through Personal Development Ensures Employee Retention

Satisfying employees, by ensuring that they have meaningful work and are treated well, is not only a nice thing to do, it makes good business sense. When employers commit to and ensure their employees are provided with a positive work environment focused on personal development, they in turn reap the benefits of a more confident, knowledgeable and well-rounded employee. You are thereby paying your employees with more than just money.

Make the commitment to inspire people to become *all* that they can and would like to be. To accomplish this, first ask people to compile a self-evaluation. An evaluation requires individuals to consider and rank in order what is most important to them. This opens the door for people to better understand what they want and who they wish to become in different aspects of life. Having identified where they are now stationed in life and where they want to arrive, they are in the best position to take that first step through goal-setting.

Strong leadership plays the most important role in employee retention. Strong leadership can enable individuals to do willingly what they can do, but which they might not do spontaneously on their own. Strong leadership implies getting a positive response from others, and utilizing that response to bring about a desired outcome, *attitude* or course of action. Strong leadership does *not* mean aggression, force or coercion. The leader strives to become aware of the abilities of subordinates/associates, so these can be guided toward goals that they are intrinsically capable of attaining.

Goal-setting ought to be the primary focus when managing staff:

- Setting mutual goals establishes the foundation for future success.
- Writing the goals down facilitates clear expectations.
- Tracking progress of established goals clears up any grey areas.
- Applying timelines for goal- accomplishment results in measurable achievements.

The only place you find success before work is in the dictionary!

Tips to Attract, Retain and Motivate Employees

- Treat each and every employee with respect – show them you care.
- Praise accomplishments.
- Clearly communicate goals.
- Recognize performance appropriately and consistently.

- Involve employees in plans or decisions, especially those that closely affect them.
- Create opportunities to learn and grow – link the goals of the organization to the goals of the individual.
- Actively listen to employees' concerns.
- Share new information promptly, openly and clearly.
- Celebrate successes and milestones reached – organizational and personal.

What employees really want are appreciation and involvement. Promoting professional growth through personal development results in strongly linking employees to an organization. Together, they make a very powerful team!

“Every job is a self-portrait of the worker. Autograph your work with excellence.”
Anon. ■

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