

Addressing Workforce Issues in an Uncertain Business Environment



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*Rolling with the Punches:
Small Business Survival for 2009*

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Employee Retention Strategies



Agenda

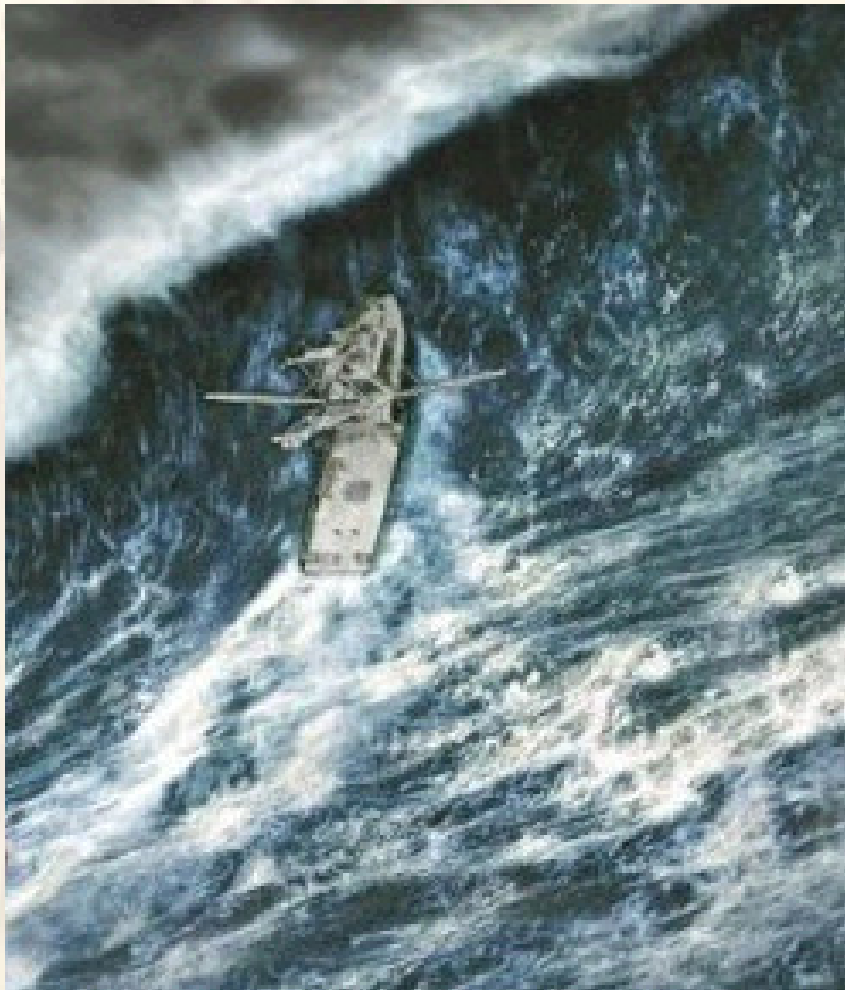
1. Talent Management Strategy
2. Motivation: Where are your staff?
3. Role of the Manager During Turbulent Times
4. Toxic Work Environment and the Customer
5. Cutting Costs Without Losing Productivity
6. Layoffs/Reduction in Force
 - Long-term Consequences
 - Implications
 - Post Layoff Case Study
7. How do you motivate staff in this economic environment?

Employee Retention Strategies





Perfect Storm or Defining Opportunity?



Short Term Realities

1. Stable: Layoff Unlikely
2. Unstable: Prelude to layoffs
3. Transitioning: Current layoffs
4. Corrective: Post-layoffs

Outlook: US and Global

“A reputation once broken may possibly be repaired, but the world will always keep their eyes on the spot where the crack was”.

Joseph Hall

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Talent Management Strategy



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Motivation: Where are your staff?



Maslow's Hierarchy of Needs

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Role of Manager During Turbulent Times



Short Term

1. Provide Stability
2. Provide Direction
3. Support Transition
4. Communicate Corporate Direction down
5. Communicate Employee Sentiment up
6. Produce deliverables with limited resources
7. Assess engagement

Long Term

1. Ensure talent pipeline
2. Increase Productivity
3. Develop skills mastery
4. Rebuild Morale
5. Recreate team vision
6. Establish Metrics
7. Increase revenue
8. Assess engagement

Engage, Motivate, Retain Employees

Employee Retention Strategies





Toxic Work Environment and the Customer?

Define the source of the problem

- ✓ What is toxic?

Get employee feedback

- ✓ Formal and informal

Eliminate sources of toxicity

- ✓ Including staff

Increase employee recognition

- ✓ Create a positive work environment



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Cutting Costs Without Losing Productivity



1. Look for signs of waste
2. Flexible work options
 - a. Increase productivity and loyalty
 - b. Reduce operational costs
3. Seek new estimates from suppliers
4. Customer's involvement in cost saving
5. Green Awareness
6. Offer/Extend unpaid vacation time
7. Wage Freezes / Bonus reductions
8. Move employees to new positions if their job is eliminated
9. Avoid layoffs

"Everything comes to him who hustles while he waits."

Thomas Edison

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Layoff Long-term Consequences



1. Growth Potential
2. Employer Brand
3. Ability to Deliver
4. Product/Service Reputation
5. Product/Service Adoption
6. Budget limitations
7. Resource limitations
8. Lost competitive advantage
9. Lost customers

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How do you Motivate Staff in this Economic Environment?



1. Observe

2. Communicate

3. Recognize

4. Reward

5. Innovate

“In good times, employee engagement is the difference between being good and being great. In bad times, it is the difference between surviving and not.”

Gallup

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Questions & Answers

Thank you.

Access resources on-line:

www.retensa.com

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