

Personnel Notes

"How to Hire & Keep the BEST Employees" by Barbara Voss

Some companies have a knack for attracting and hiring the best employees. How do they do it? What do the best companies offer that their competitors don't?

These companies operate in a way that appeals to top employees. And in conjunction with that, top employees are motivated by what they can find at leading companies. Successful companies operate using a basic philosophy that includes a quality product, good customer service, effective training and communication.

CUSTOMER SERVICE

The leading companies always put their customers first. Customer service and a quality product are emphasized over corporate policy and company politics.

INTEGRITY

Integrity is emphasized on all levels. Employees take quality and integrity just as seriously as the management takes it. These qualities come first and they are present continuously. Do your employees know that integrity is a day-to-day philosophy and not an occasional virtue?

QUALITY

Quality programs prevent the problems from happening in the first place. Quality control measures are not about fixing problems.

COMMUNICATION

Company growth or change is planned, profitable and steady. And it is communicated to the employees. Company goals are clear and are worthy of respect by the employees.

TRAINING

Employees do things right routinely because training is comprehensive and effective early on, so employees know what to do and how to do it. Training emphasizes the right things. Not only are new employees trained in the mechanics of how to do their jobs, but they are also trained in the aesthetics of a company. For example, do you train your employees never to speak poorly of a

customer or a fellow employee? Are they trained not to take advantage of a customer? Does your training include how to speak with customers?

PRIDE

Top companies have an organizational awareness that promotes pride. Employees are simply proud to work there! We've all met people who not only think, but act like their company is the best. They know it, we know it and so does everyone else.

It might be interesting to ask your employees, if not yourself, to describe what they think your organizational philosophy is. Ask your top salesperson, a designer and a production worker. Ideally their answers will be similar and reflect a sense of quality and pride. If not, it's probably time to make some changes.

Barbara Voss works for HRIC and will be contributing a monthly article on employment issues.

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