



valuing your organisation, your people and you

# Retaining and engaging your people through a recession

Are you concentrating so hard on reducing numbers that you are forgetting to engage and motivate those that remain? Are some of those more talented and valuable individuals leaving?

Here are some top tips to ensure you don't lose the talent you want to retain by keeping them engaged:

## 1. Communicate, communicate, communicate

This is not a time to keep secrets from your people or your clients. One of my suppliers has recently had to make redundancies and yet not only do its staff not really know what is happening and what the financial reality of the organisation is, but they have been encouraged not to tell their clients that certain client facing employees have gone! Result: lack of trust and fear from both employees and clients. Now is the time to increase communication, make sure that your people know that any question they have will be answered honestly, and by the top team as well as their direct line. Have regular open meetings and individual ones with those who need it. This will deliver trust – crucial in these times.

## 2. Keep your people involved

Now is the time to ensure that your employees know how much they are valued and how important their ideas and contributions are valued. Incentives for ideas which will improve your operation, add value to your organisation will make your people feel that they are part of the recovery process and will make them feel like owners of your business which will bring loyalty and high productivity.

## 3. Develop for the future

If you do not continue to develop your people for the future the message is “we do not have a future”. Your development plans may change to fit the future direction of the business but they must still be there to ensure that your people still feel valued and as secure as they can be.

## 4. Vision

Many organisations stop communicating their vision during difficult times and yet if your people lose sight of the vision or do not hear about changes to it, how can you keep them involved and motivated and part of the future of the organisation? Now is the time to increase the passion and make sure that your leadership and management team communicate and live the vision daily.

## 5. Top team visibility and emphasis on engagement

How many people in difficult times, do you hear saying “They’ve all disappeared! They’re in meetings all day and we can’t get hold of them!” If this is the case, think about the messages you are delivering. The top team of an organisation need to remain visible to all during difficult times and they need to express how important engagement is. If it is truly a priority for the top team, it will happen.

I have been reading a wonderful book called Small Giants, by Bo Burlingham and would recommend it as a source of fantastic ideas for employee engagement regardless of your size. There are wonderful examples of how organisations who have a customer intimate strategy do so by putting their employees rather than their customers first.

I leave you with a quote from Sir Richard Branson:

***“Loyal employees in any company, create loyal customers, who in turn create happy shareholders. The process sounds easy but it’s not, and it has defeated some of the bigger organisations of the 20th century.”***

Are you one of them?

To discuss any of the ideas above, please call us on 01442 825156 or email us at [sonia@valueu.com](mailto:sonia@valueu.com) .

We look forward to hearing from you,

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