

Why would anyone want to work for YOU?



by Kathleen Rich-New



Quickly... think of the five reasons that anyone would want to work for you. Now list five reasons why an employee would stay with or leave an employer. Unless you can make both lists in less than 37 seconds each, you should be very, very concerned.

Glance around as you drive... There are help wanted signs filling store windows and restaurant marquees. Take a look at the

number of jobs listed for the Melbourne area on two of the most popular job listing websites. Monster.com has 881 listings and CareerBuilder.com, a partner with Florida Today employment section, has 1,636 jobs. That is a lot of options if they don't like working for you.

In the next five years, according to the U.S. Bureau of Labor Statistics, U.S. businesses

Become an Employee Magnet

1. Study your competition. How do you compare with them on turnover rates, paid time off, employee training and development?
2. Ask your employees (through personal interviews, focus groups facilitated by a third party or written surveys) what attracted them to work for you? Why have they stayed with you? Would they refer their friends to you? What do they wish you would do differently?
3. Conduct exit interviews with everyone who leaves. Ask them what you could have done to keep them. Identify patterns of issues or individuals.
4. Develop a profile of employees who have been most successful in your company. Use it as a model as you interview and advertise for new hires.
5. Understand your company culture and the job skills and knowledge you require (vs. desire.) Develop standard interview questions to assess how closely the applicant matches the job requirements.

will be short three million workers. In 2000, the ratio of the prime working age (25 – 64) population to those over 65 was about 4:1. Experts estimate that by 2020 it will drop to a skimpy 2 to 1.

Baby Boomers will be working into their 70's and 80's. Some will have to because they need the income, others want to be productive and contribute to society and some will work because they are bored. What are the productivity implications? Boomers have a strong work ethic and bring a lot of wisdom, but can and will they work as hard as they did?

Brevard, Orange, St. Lucie, Palm Beach, Martin, Indian River and Okeechobee counties all have unemployment rates of less than 4%, full employment is reached at 6%. That means marginal employees are being hired.

What does all this mean to you? Simply, you must create a company and a culture that is a powerful magnet for applicants and employees of both sexes, a variety of ages and cultures. (Minorities are the majority in many states). You already know some of the costs if you don't become proactive:

- Turnover costs 25%-125% of annual pay
- Productivity plummets with dissatisfied employees
- Over half of surveyed employees want to leave their jobs in next 12 months
- New hires make mistakes
- New customers cost you 10 times more than repeat sales
- Lose your competitive and service edge and customers quit you

Where do you begin? First, create a plan to become attractive. A plan is a little like a map, you need to know where you are to use it. That means studying where you stand in comparison to your competitors. Gerry Hoeffner, the creator of the Best Places to Work Survey said, "We developed the survey for three reasons:

1. Educate county businesses so they can become better employers. In the past we knew what our competitors and neighbors were doing; now many don't know who is in the office building next door.

2. Showcase the winners. It answers the question, "What does success look like?"

3. Give employers and their employees braggin' rights. Customers automatically see winners as having higher quality products and services. Given a choice, employees (and customers) want to be with a 'Best Place to Work' company."

The Melbourne Palm Bay Area Chamber of Commerce will launch the fourth Brevard's Best Places to Work Survey in August of 2006

Next month you will learn how to develop a powerful recruiting plan. Remember, there is no such thing as happy customers with unhappy employees. ~SCB~

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