## 10 Ways to Improve Employee Satisfaction

## **Motivating and Retaining Your Greatest Asset**

SMB Ouick Reference Series

In difficult times, business often focuses primarily on the 'hard' assets of the company. Such things as inventory, cash, equipment, tools, and vehicles are managed tightly and viewed as the 'revenue generating' assets of the company. The 'soft assets', employees, are generally left to themselves.

The old adage, "people do business with people" still rings true today. Therefore it is critical to invest in those technologies, processes, and activities that keep your most valuable 'soft assets' from 'walking out the door.' Here are ten steps or things you can do to increase employee satisfaction and loyalty – thereby increasing your business' revenue and profit.

- 1. <u>Clear, concise, and consistent communication</u>: Keep employees informed on the company's position, progress made, issues/challenges, and how they directly contribute to the success of the business.
- Getting to know your employees and create a team: Spend time to instill trust and accountability, laying out clear expectations, and securing their commitment to the business. Eliminate any organizational 'islands' or 'lone ranger' thinking. Build a culture around working together to meet challenges, create new advantage, and propel the business to greater success.
- 3. <u>Train, educate, and mentor</u>: Provide necessary education and coaching that shows the employee that you're interested in their success and readiness for new responsibility.
- 4. Empower employees across the company: Step up appropriate levels of new responsibility across the company. Push appropriate decision-making and allow people closest to the issue to make the call. Make sure your employees know that you trust them to do their jobs to the best of their ability.
- 5. <u>Monitor performance and reward for contribution</u>: People naturally keep score. Use this to your advantage by monitoring positive contribution and behavior, rewarding as appropriate. Motivate others to reach new performance levels by knowing how they measure up to expectation. Conversely, employees know who isn't pulling their weight within the organization. Don't procrastinate in dealing with performance issues, irrespective of title, within the company.
- 6. <u>Provide regular, honest feedback</u>: Don't wait for a crisis situation to give feedback. Instead, give regular constructive input into the employee's performance across a wide variety of issues, build loyalty, challenge to new levels of performance, and keep it real.
- 7. Show respect for every member of the team: Everyone has his or her 'favorites.' Eliminate this by demonstrating respect for every one in the organization or company. Use this as a foundation for the rest of your employees to learn how to show respect. Improve the company's performance across the board by using the best minds, skills, and experiences in every situation.
- 8. <u>Provide the best tools and information</u>: Invest in your employees by making sure their tools or access to information doesn't keep them from being successful. Give them the very best tools to deliver the very best performance to the company, your customers, and the marketplace.
- 9. <u>Collaborate on ways to improve or innovate</u>: Look across the company and form teams to tackle challenging issues or to discover new, perhaps breakthrough, innovations. Give employees an opportunity to be creative and see that creativity in action within the company.
- 10. <u>Remain positive</u>: Your employees respond to your attitude and enthusiasm. Lead the team forward through your positive outlook and contribution, helping them to see the long view or big picture and the company's current and future success.

Seem like a long and hard list of things to do? It doesn't have to be. In fact, you can do much of this through the adoption and utilization of simple, high-impact technology tools. Which one helps you address virtually everything on this list? The SMB Suite, from NextCorp. The SMB Suite bridges the gap between you and your employees, bringing you the tools you need to collaborate, measure, empower, and motivate your employees – resulting in improved satisfaction and loyalty. Discover how you can improve employee satisfaction with the SMB Suite by simply visiting www.getsmb.com or by calling 1-800-525-NEXT.

