

## LEVERAGE YOUR CORPORATE CULTURE TO MAXIMISE RETENTION STRATEGIES

The secret to retaining valued staff members has less to do with money and is more about creating an office culture people enjoy being a part of.

More businesses are realising the same concept about customers applies to employees: it's easier to keep one than get a new one, and this especially applies to employees who are loyal and reliable. They are the ones who train new employees, know all the right people to call at a moment's notice and understand the office and work flow.

Employee retention is not about offering the highest pay. People don't stay with employers solely because of money. Typically, employees decide to look for a new job because they don't like their current job. The best retention practices come from companies that understand this concept, and pay attention to how satisfied their employees are.

Recent surveys among work seekers confirm that compensation is lower down the list of importance than other factors like growth and development, working environment and a healthy work-life balance. In addition, leading recruitment providers as well as others who study workplace trends are unanimous in their conviction that an active and effective corporate culture is essential to the motivation and wellbeing of a company's workforce.

The problem, says PAG is that while companies acknowledge the importance of having a defined corporate culture, acknowledgement alone is not sufficient to foster job satisfaction. All too often, a corporate culture is nothing more than a statement of intent: something that has no application in the company other than an occasional mention in a speech.

So how do you go about instilling this culture in a company? According to PAG, a company must make its vision its employees' mission. Start by inspiring a personal passion about your company's mission. Invite them to not just know your mission, but to own it. Generate enthusiasm about your reason for existing and create excitement about your operating plans and practices. These actions create a sense of ownership and dedication. They help staff members feel positive about what they do and why they do it. When that happens, your staff are more committed to you and your company.