

## Selecting and Retaining The Right Staff

by Kriss Barlow

Reducing turnover is a key to developing and sustaining momentum in the workplace. When the faces keep changing, innovation and program development are replaced with orientation. Projects move slowly with more meetings and consensus building needed. Consider the following tactics to minimize the revolving door in your area:

- **Make great hiring decisions.** Hire the right staff for the right reasons. It's hard on everyone when the talent isn't matched to the position. Use objective interview tools and tightly defined job descriptions and performance standards to position the accountabilities.
- **Be honest.** Don't oversell the opportunities, bonus, workload or responsibilities. Explain the positives and negatives and reassure them of your role in supporting their performance. No empty promises.
- **Praise often.** Many roles are short on recognition. Even within sales, where cash is thought to be king, a heartfelt word of thanks can motivate.
- **Be a team player.** Being competent, likable and talented may not be enough. Flexibility counts too. Be proactive in supporting the team.
- **Provide pay equity.** Hard work deserves financial rewards. To keep the desired caliber of staff, work with Human Resources to ensure your pay scale is equitable. Money talks so don't wait until everyone is talking about it to act.
- **Set goals for the team.** Encourage each member to do the same. Give your team a way to evaluate their contribution.
- **Fun is good.** Be able to laugh at yourself and keep the team dynamic warm, and relaxed when it can be. Promote a spirit of team within the ranks.

Reducing turnover is about proving value internally and externally. The ultimate customer service happens when an inspired, empathetic and caring team feels the message and can pass it on.



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