



SCORE (Service Corps of Retired Executives) is a nonprofit organization of more than 10,500 volunteer business counselors who provide free, confidential business counseling and training workshops to small business owners.

# Make Employee Retention a Top Priority

The expression “good help is hard to find,” has never been more accurate. Competition for talented workers is intense in most locations and specialties, and the “best of the best” know it. If they’re unsatisfied with their current job, they have no qualms about looking for something else.

Retaining motivated, productive employees is a critical concern for small business owners, as they often play a key role in the growth and success of the enterprise. A survey by Robert Half International examined the reasons “top” employees left the business. Here’s what they found:

- Limited advancement opportunity: 39 percent
- Unhappy with management: 23 percent
- Lack of recognition: 17 percent
- Inadequate salary/benefits: 11 percent
- Boredom: 6 percent
- Lifestyle change, such as moving: 2 percent
- Other/don’t know: 2 percent

The message for business owners is clear, said Max Messmer, chief executive officer of Robert Half. “Helping top performers reach their goals is essential to keeping them. The best employees are ambitious and may not stay in a job long if it lacks growth potential.”

Retaining good employees can be a challenge to small business, particularly when compensation or advancement is involved, but it’s not an insurmountable one. If promotions aren’t an option at your business, business owners and managers

can still find ways to reward extra effort. It doesn’t have to be money. If budgets are tight, consider a more flexible schedule or larger workspace. Praise should be frequent and personalized, but it does

not have to be costly or time consuming. A simple thank-you note can be an effective motivator.

Take the pulse of employee perceptions at the company. Are workers happy doing what they do? Ask their opinions on the work environment and changes that might enhance their loyalty.

Also remember that like any other important business asset, employees require their own form

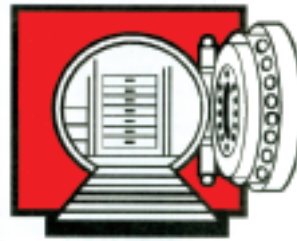
of care and maintenance. Bringing in temporary help during crunch times is one way to ease the workload and prevent burnout. Engage employees in finding ways to add some fun to the workplace, especially for jobs involving repetition. The resulting increase in morale and camaraderie will boost not only loyalty to your company, but also its productivity.

*The Mobile Chapter of SCORE operates out of the Mobile Area Chamber. Visit [www.mobile.scorechapter.org](http://www.mobile.scorechapter.org). To schedule an appointment with a SCORE counselor contact Brenda Rembert at 431-8607 or [brembert@mobilechamber.com](mailto:brembert@mobilechamber.com).*

**“If budgets are tight, consider a more flexible schedule or larger workspace. Praise should be frequent and personalized, but it does not have to be costly or time consuming. A simple thank-you note can be an effective motivator.”**

## Is Your Business Safe?

SECURITY SPECIALISTS



- ACCESS CONTROL • CCTV • SAFES
- ELECTRONIC LOCKS • CARD SYSTEMS
- MASTER KEYS • WIRELESS SYSTEMS
- VAULTS • HIGH SECURITY LOCKS
- TIME ZONES • AUDIT TRAILS

Sales • Installation • Service

### COAST SAFE & LOCK CO., INC.

457 Dauphin Island Parkway

“At the Loop”

Mobile, Alabama 36606

**(251) 479-5264**

Alabama/Florida Gulf Coast

ENJOY views, value and variety on YOUR Gulf Coast at 2,000 beach homes and condos. Online catalog, photos & vacation giveaway.



REAL ESTATE SALES  
VACATION RENTALS  
PROPERTY MANAGEMENT



866-200-5531 • MeyerRE.com

If you need a payroll service that is...  
**ACCURATE, RELIABLE, PERSONAL, CONFIDENTIAL**  
AND COST EFFECTIVE...we are here for you!



### Meet Our Staff

Top Row: Patricia Lundy, Payroll Specialist; Shelia Adams, Payroll Specialist; Nancy Sullivan, General Manager, Seated: Lida Phillips, Receptionist; Gloria Hester, Sales/Customer Relations

NATIONWIDE SERVICE FROM MOBILE, ALABAMA

ONLINE PAYROLL SERVICES, INC.  
24 TACON STREET, SUITE C  
MOBILE, AL 36607

PHONE 251-479-5777  
FAX 251-478-1990

[www.onlinepayrollservices.com](http://www.onlinepayrollservices.com)