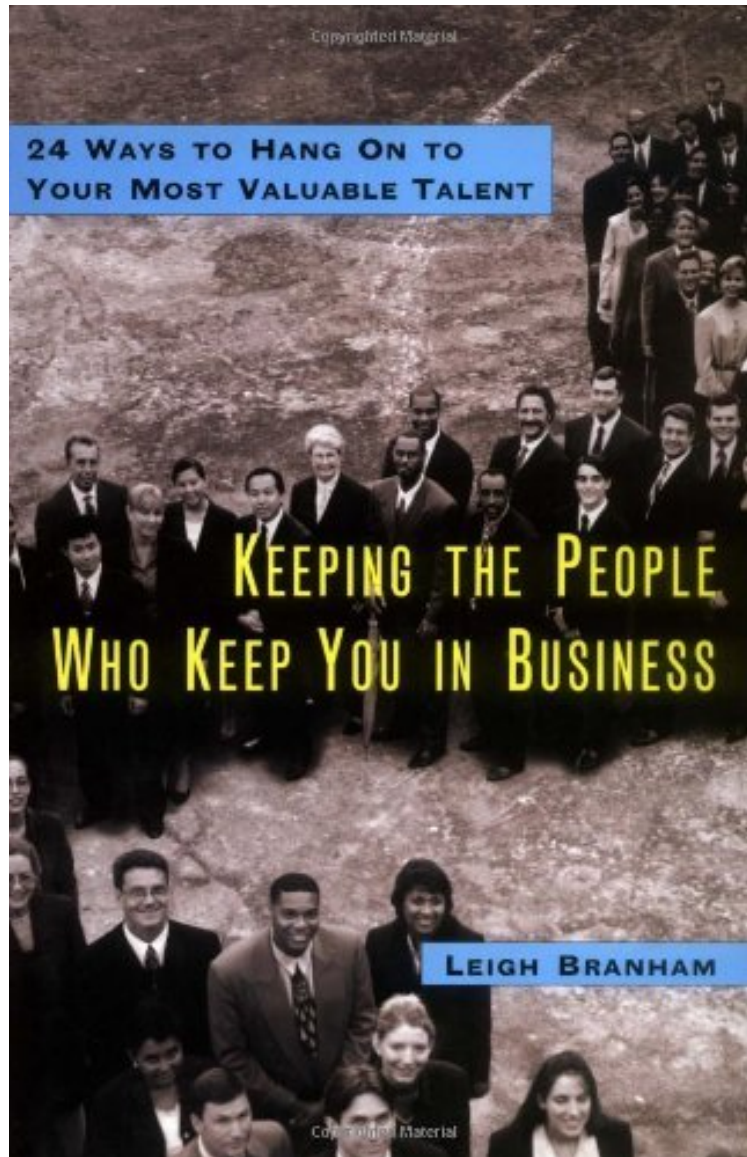


[Ebook free] Keeping the People Who Keep You in Business: 24 Ways to Hang On to Your Most Valuable Talent

## Keeping the People Who Keep You in Business: 24 Ways to Hang On to Your Most Valuable Talent

*Leigh Branham*

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**Leigh Branham : Keeping the People Who Keep You in Business: 24 Ways to Hang On to Your Most Valuable Talent** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Keeping the People Who Keep You in Business: 24 Ways to Hang On to Your Most Valuable Talent:

0 of 0 people found the following review helpful. Good Ideals for keeping good people.By James WalkerInteresting

book if you have people working under you that you count on. There are people that work and give it more than 100% and there are people that want to just show up and get a check. This book gives you ideals on how to keep the ones you really need that makes your business successful. Money is not the only thing that keeps people, it helps but you have to show you really appreciate people that you have. People don't stay on a job like they used to for 20 or 30 years. So if you have a good employee be real and let them know you want them to be with you for years to come. Somewhere there is another job that pays better or can offer them more and if good people are not appreciated they may be looking around while you will have no ideal till it is too late. 3 of 3 people found the following review helpful. Clear, Readable, Valuable

**By Customer** Keeping the best employees is a goal that is not often met in today's changing and fluid new economy. Leigh Branham introduces four key strategies designed to help an organization keep the employees it wants. These solid practices are designed to have a positive impact on an organization's best workers by increasing motivation, performance and satisfaction. These four key points are organized in parallel with an employee's life cycle in an organization:

**Key #1:** Be a company people want to work for. The leadership of the organization must create an environment where three essential elements are put into place: adopt a "give and get back" philosophy, measure what counts and pay for it, inspire commitment to a clear vision and definite objectives.

**Key #2:** Select the right person in the first place. Poor recruiting decisions today result in the poor performers of tomorrow. An organization must claim responsibility for recruiting to ensure it not only chooses the right candidate, but also stays connected to the external business community, and thereby having access to the full diversity of the talent pool.

**Key #3:** Get them off to a great start. Knowing that between 50 and 60 percent of employees change jobs within the first seven months, it is seasoned experienced manager and leaders that focus on this critical period to the organization keeps its best employees. The keys elements during this period: communicate how their work is vital to success, get commitment to a performance agreement, and give autonomy and reward initiative.

**Key #4:** Coach and Reward to maintain commitment. To sustain an employee's commitment to the organization, his relationship with his manager is a critical element. It is said that 50 percent of satisfaction at work is determined by an employee's relationship with his or her manager. Managers should: proactively manage the performance agreement, recognize results, and give employees tools to take charge of his or her career. 3 of 3 people found the following review helpful. How to Avoid the Prohibitive Cost of Losing Human Capital

**By Robert Morris** If at all possible, this book should be read in combination with Branham's subsequently published book, *The 7 Hidden Reasons Employees Leave: How to Recognize the Subtle Signs and Act Before It's Too Late*, and preferably read first. That is desirable but not imperative. Either book can firmly stand on its own merits and both are "must reading" as competition for talent becomes increasingly more aggressive. That said, the subtitle of this earlier book correctly indicates what it provides: "24 ways to hang on to your most valuable talent." Branham carefully organizes his material within eleven chapters and focuses on four "Keys," providing with each several "retention practices." Too many business books are bloated with theory but wholly impoverished in terms of practicality. For that reason, I commend Branham on the fact that he devotes most of his attention to explaining HOW to establish and then increase the appeal of an organization that people want to work for, how to hire the right people in the first place, how to get new hires off to a great start, and how to use effective coaching and appropriate rewards to sustain their commitment. Well done!

"A war rages in today's workplace, pitting company against company in the fight to find and keep good employees. The losses are high, and battle-weary managers are desperate for talented reinforcements. They've learned that bonuses, stock options, and other financial rewards aren't enough. To win this "war for talent," they need more. Help has arrived in the form of *Keeping the People Who Keep You in Business*. This compelling new book gives readers a battle-plan for victory, offering 24 strategies for retaining valuable people. The strategies are grouped in four basic "keys"

- 1) Be a company people want to work for
- 2) Select the right person in the first place
- 3) Manage the joining-up process
- 4) Coach to maintain commitment.

These practices will help readers: Make their organization an "employer of choice"

- \* Clearly define the talent needed
- \* Make new employees feel welcomed, valued, prepared, and challenged
- \* Facilitate employees' career growth and advancement, and more.

*Keeping the People Who Keep You in Business* is also loaded with specific examples, how-to guidelines, models, and planning aids--proven tools from an expert who knows that money alone won't keep the employees you can't afford to lose."

.com Today's worker shortage is painful enough, but compounded by other employment realities--resignations on short notice, sudden disappearances by new hires, through-the-roof recruitment costs, associated customer and staff disruptions--it's enough to make anyone handling personnel feel as if they're in a war. That's exactly the premise advanced by employee-retention specialist Leigh Branham, whose *Keeping the People Who Keep You in Business* offers a very workable plan for victory in a workforce battle with no immediate end in sight. It details 24 Retention Practices that Branham developed and organized around the principles of attracting ("be a company that people want to work for"), selecting ("select the right people in the first place"), integrating ("get them off to a great start") and coaching ("coach and reward to sustain commitment"). Each, from "Adopt a 'Give-and-Get-Back' Philosophy" to "Have More Fun," recommends specific programs to help achieve its stated goal, and offers real-life examples of these

activities in action at both megacorporations like Charles Schwab and Mirage Resorts and smaller firms including a Charlotte, North Carolina, print shop and a San Francisco architectural firm. "Reducing turnover takes commitment," as Branham says, and this book includes a useful collection of techniques and tools that actually could make it happen. --Howard Rothman "Keen insights, up-to-date strategies. Highly recommended for all larger public libraries and academic libraries supporting a business curriculum." --Library Journal From the Publisher Through inspiring examples and practical suggestions, *Keeping the People Who Keep You in Business* deftly illustrates that it takes more than a fat paycheck to keep valuable employees: Successful retention also involves doing many small things that serve to enhance performance, motivation, and employee engagement. Filled with guidelines, models, and planning aids, this book is a must for managers searching for ways to retain the people who are priceless to their organization's success.