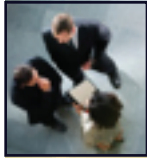

It's a Great Time to Upgrade Your Talent

November 9, 2009



Unemployment has not been this high for 28 years and the amount of quality talent looking for work in the marketplace is abundant. As a business person you should always be looking for ways to improve your talent. We consider the skill of your management and staff to be the single most important factor of your success. Too frequently employees are simply viewed as an expense to be minimized - rather than an asset to be enhanced and retained. First, a couple of general comments about the work environment for your employees. You should strive to pay your employees somewhat over market rates. Why? Because you will not get the best talent unless you are willing to compensate them well. Your benefits are part of your compensation package and the same thing applies - they should be better than the current market. So, if you are paying more for your employees than your competitors, how do you remain competitive? By making sure you get the most out of the talent on your team.

One of the most common mistakes made in any business is not taking full advantage of the skills of your employees. Let's be clear. If you are the business owner, you have the power and both you and your employees know it. The key is to empower your staff by delegating as much of that power as possible to them. All employees, down to your lowest paid clerk should have the authority to make decisions in the business. Your employees should know they can come and talk to senior management at any time about anything - and in return they will receive a statement of appreciation and due consideration to ideas or requests. Lip service is not enough; they should be given as much consideration as you would want them to give you. A truly empowered work force is a powerful thing and they very rarely lose.

Finally, you need a process to identify the weak people on your staff and a solution for improvement or replacement. If an employee has a good attitude, works hard and is capable, you should be able to find an area within the business where they can do well. If on the other hand they do great work, but they belittle others and cause dissention, you need to either fix it, or replace them. People can learn new skills, processes, and habits, but you cannot change who they are. If you make a bad hire, own up to it and get it fixed.

We would be happy to discuss with you how to evaluate your current staff and help you determine if the environment for your employees is optimal. This is the perfect opportunity to take advantage of the availability of seasoned talent and ensure that you have the very best possible staff. Call us at 303-459-4870.