

Ernst Enterprises Newsletter



A Turnover Storm is Coming

Are your best employees getting ready to leave?

BATTEN DOWN THE HATCHES

In last Sunday's NY Times Business section, Jon Picoult's article "Here Comes a Turnover Storm" caught my attention. He writes about many employees being discontented and disengaged by the long recession, which has been characterized by layoffs, working harder, wage freezes and wage cuts. These employees are going to be ripe pickings for other employers who appeal to workers' hopes of a brighter future.

Are your best employees and managers going to be on some other employers recruiting list because they have answered a job posting? Just as the business and economy are looking up, will you need to stop and begin an aggressive recruiting campaign to replace workers you thought were here to stay?

Having worked through the last few recessions and recoveries, I've seen the effects on companies when frustrated workers begin to leave. In the beginning one or two workers leave. As the workload increases, talk of "greener pastures" begins to permeate the work place. Soon another small group gives notice and leaves. As new employees are hired and paid bigger salaries, existing employees wonder when their raises are coming especially as workloads continue to increase. These unhappy workers also become vulnerable to job postings and recruiter calls offering more money and better working conditions.

You now see the start and growth of the turnover spiral.

What can be done? Are there ways to find out how employees are feeling? And when you learn how engaged or *not engaged* they are, do you have a program in place that can minimize the risk of their resigning from the company? Fortunately there are steps you can take today to find out how

their resigning from the company? Fortunately there are steps you can take today to find out how your employees are feeling and based upon the results take action to minimize the risk of unwanted turnover.

SMOOTH SAILING AHEAD

We recommend beginning by conducting a focused employee survey to discover how vulnerable you are to employee turnover. The employee survey brings employee concerns, fears, and attitudes to the surface. We work with clients to help them achieve the maximum value from the survey. We help clients interpret the results and more importantly we advise them what action to take to effectively address the issues raised by the employee --- in a way that meets the company's needs.

We guide management in crafting a powerful message to employees: how the company values its employees and wants to make this the best place to work and grow their career.

If Picoult is correct, and we believe he is, as this recession ends and jobs open up you may lose your best employees. Planning today can pay huge dividends by helping you build a secure work force that will enable you to realize the growth opportunity that comes as the recession ends.

Call Dawn Bremer today at 847/456-6334 to schedule your appointment—to talk about protecting your valuable employees and how to retain them. Or, come to our [website](#) to learn more.

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Sincerely,



Mark Ernst
Ernst Enterprises, LLC

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