



TenStep Supplemental Paper

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How to Decrease Turnover and Increase Employee Retention

Here are five principles practiced by the world's best-run companies to decrease turnover and increase employee retention.

Principle #1: Capture the Heart

Excellence is impossible with a disengaged heart. Many top companies create compelling visions to capture the hearts of their employees. Others help employees balance work and life demands. Another method companies use to capture the heart of employees is through celebration and injecting fun into the workplace.

Principle #2: Open Communication

Employees are more loyal if they feel connected to the company ("in the loop") and are kept informed about key company issues. Most important, they need to know that their opinions matter and that management is 100% interested in their input.

Principle #3: Create Partnerships

Today's great companies go beyond treating workers as hired hands to create vibrant partnerships with all levels of employees. Progressive companies have eliminated time clocks and docking workers pay - both are seen as distrust rather than trust systems. Others create partnerships via sharing all financial numbers with employees and share the good times with the bad by having incentive bonuses structured for every worker.

Principle #4: Drive Learning

The only long-term competitive advantage for any organization is the collective brainpower of its people. Great companies promote lifelong learning through encouraging their employees to attend any training class they offer, regardless of its direct applicability to their current job.

Principle #5: Emancipate Action

Today's most profitable companies understand that to increase employee loyalty and retention, they must go beyond traditional empowerment programs that only allow people to follow policy. Excellent companies emancipate employees and give them the freedom to succeed.

By integrating these five principles into your workplace, you will increase the loyalty and retention of your great employees.