



# THE BOTTOM LINE TO PEAK PERFORMANCE

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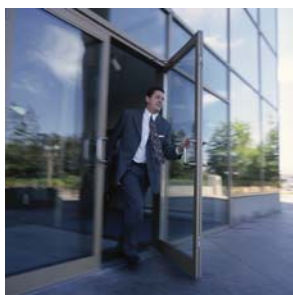
Helping You Build a Path to Results through Business & Individual Coaching

## You're Hired...I Quit!

### Keeping New Hires

**Question:** We take fresh engineers, top graduates from the best colleges, and train them. The challenge is keeping them: many leave our firm for jobs with IT companies and/or higher studies after 8-10 months. How can we reverse this trend? Should we start looking at hiring people who aren't considered "high flyers"?

Reversing the trend of high turnover can be difficult, but hiring lesser-qualified people is not the answer. High employee turnover is typically an environmental issue resulting from a mismatch between the employee and the work environment.



When employees leave an employer, they often cite reasons such as more money or returning to school as their reason for leaving. On the surface, this may be true, but it may not be the underlying motive for considering an alternative to continued employment with your company.

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## How To Run An Excuse-Free Office

Is excuse-making a problem in your office? Excuses are really just defense mechanisms because employees fear blame, embarrassment, reprimands, and firings. As a manager, it is your job to turn mistake-making into a learning experience for your employees. Here are some suggestions to help you reduce the amount of excuse-making that goes on under your command:

- **Make sure your employees know your expectations.** Clarify tasks and assignments that will be each employee's responsibility. Explain how what the employee is doing fits into the bigger picture. This is often an oversight in many businesses and detaches the worker from feeling like he is performing meaningful work.
- **Help the employee anticipate possible problems and how she will handle them.**
- **Make sure the employee knows where to go for help.**
- **After the task has been completed, discuss it.** Was it a success or a failure? Did the employee meet expectations?
- **Discuss with the employee what he or she learned from the work.**
- **Discuss with the employee what he or she could have done differently or more effectively during the course of the work.**
- **Praise the employee when applicable.**



Adapted with permission from *Nations' Business and First Draft*



# ONE MINUTE IDEAS

## Web Site Of The Month

### Whatis.com

An informational page all about the internet and networking. A glossary leads to sites on the internet that have in-depth information about a topic. They also have a weekly vocabulary word and a "new discovery" site for people to visit.

Check it out at: [www.whatis.com](http://www.whatis.com)

## Suggested Reading for Leaders

The book **Conversations on Leadership** is a collection of conversations from some of America's most dynamic leaders. Their insights, perspectives, and strategies are having a dramatic impact on people, organizations, and even countries, across America and around the world. You will learn from these leaders and find encouragement and inspiration to continue your own leadership journey. It is a journey well worth taking.

Get Your Copy Today at [www.amazon.com](http://www.amazon.com)



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- Business & Individual Coaching
- Strategic Business Planning, and
- Management & Leadership Development

*"We can't solve the problems of today using the same kind of thinking we used to create them"* — A. Einstein

*Continued from page one – You're Hired...I Quit*

All departing employees should receive an exit interview, regardless of the reason for their departure. The survey should be structured to give employees the opportunity to discuss the good, bad, pretty and ugly about your company without the fear of burning a bridge.

Remaining employees should be surveyed to determine why they stay. They too should be given the opportunity to discuss the good, bad, pretty and ugly about your company without fear of reprisal. If there is the slightest doubt about the issue of trust between employees and management, then it is best to have the survey conducted by an outside resource.

Using a valid assessment tool, develop a profile of your ideal productive employees.

Incorporate the information from the exit interviews, the employee surveys and the profile into a hiring and retention strategy that includes a formal employee selection and retention process.

The most important step is to take it personally. Employees are not leaving your company; they are leaving you. Therefore, you have the power to change the situation. Accept nothing less.

— Lonnie Harvey, Jr., SPHR, The JESCLON Group, Inc. [www.jesclongroup.com](http://www.jesclongroup.com)  
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*There will come a time when you believe everything is finished. That will be the beginning.*

— Louis L'Amour

*Though no one can go back and make a brand new start, anyone can start from now and make a brand new ending.*

— Carl Bard

## Email Marketing CAN Be Profitable

- ✓ Email is the #1 online activity for Americans! (Pew Internet Survey)
- ✓ Out of 1,000,000,000 (1 Billion) Internet users worldwide, 90% use email! (PostFuture)
- ✓ 82% of online consumers have made at least one purchase as a result of an email! (PostFuture)
- ✓ People now use email to communicate MORE than the telephone! (Marketing Sherpa)
- ✓ 90% of consumers use email multiple times per day! (DoubleClick)
- ✓ 30.1% of people use email for gift ideas! (ReturnPath Survey)
- ✓ 40.9% of people comparison shop with email! (ReturnPath Survey)
- ✓ 59% of people have redeemed an email coupon at an online OR offline store! (PostFuture)



*Do you have your email marketing campaign working for you?*

