

Do You Understand The Cost Of A 'C' Team? You Should For Better Business

When you have 'C' team employees, not only will you lose money from low production, but also your brand's reputation can suffer causing loss of customers. 'C' team employees are those who do not bring anything new to the table. They cruise through work doing the bare minimum or less than what's expected.

This lack of motivation will not only cost you in the areas mentioned above. They can also cost you extra hours of training and re-training, and many hours of picking up the slack yourself. Re-training employees who have already been trained is a complete waste of company time and money. **'A' team** employees will most likely not need to be re-trained; so, if your company consisted of only **'A' team** employees, it would be much more profitable and successful.

Mistakes in the workplace, plus work left unfinished by 'C' team employees, will cause more work for you and your **'A' team** employees. This in turn, will decrease your productivity and prevent the **'A' team** members from moving on to other, possibly more important projects.

You can find out which employees belong to which category by conducting performance reviews on a quarterly basis. Ensure your review form covers rating the employee on performance, attendance, productivity, training, goals achievement, and any other area(s) important to your company. Only permit your best supervisors or team leaders to conduct these reviews.

Once you get the results of your employee reviews, you can then decide who is and who isn't providing their best every day. Having individual meetings with the employees who are not measuring or stepping up and taking initiative will be your next step. These meetings will take time, and may result in the delay of some profitable work completion. However, that is the cost of having 'C' team employees. The more of these types of employees you have in your staff, the longer this will take.

During your meetings with your 'C' team employees, you want to explain to them exactly why you are having the meeting. Let them know that you are only interested in having employees who are not just interested in being paid. Employees that care about the success of your company, that want to help take your company to the next level, and take the initiative to start new projects without much direction are the kind of employees you are looking for.

Explain to your 'C' team employees that this is their warning, and that they should up their game and start showing more initiative and responsibility, or there will be consequences. Ask them where they see themselves after one, three, & five years. During the initial hiring interview you had with these employees, they may have said they planned to stick with your company for years to come; now their view may have changed. Some employees continue in the field they are most comfortable with, even if they are unhappy there. Conducting reviews and one-on-one meetings can help your 'C' team employees realize that they are in fact not happy in the career they have chosen. You will be helping them and your business by encouraging them to go after their other career goals if they do not feel they are where they should be in their career right now.

Though this process will cost you time and possibly some money, it is imperative to weed out the "bad seeds" and come out on top with only **'A' team** employees who are interested not just in their weekly paycheck, but also in making your company the best it can be. ♦

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