

EXCEPTIONAL LEADERS... *Keep Their Key Employees*

Exceptional Leaders know that losing critical employees can be a significant blow to an organization. Moreover, in today's robust economy, companies are more vulnerable to turnover. Ambitious people need to feel that they are valued. They need to be challenged, appreciated, rewarded and respected. Exceptional Leaders ensure these needs are met. Most resignations come from dissatisfaction with the boss, the culture, the job, career progress, or, on occasion, inequitable compensation.

Exceptional leaders are alert to sources of satisfaction and dissatisfaction among their employees. They take the necessary initiatives to make changes when needed and continually "market" the value of working for the organization.

Thought Provoker

- Do you continuously promote your "employment brand" both internally and externally, emphasizing the value of being a part of your organization?
- Are you aware of the dynamics of the current the job market and the potential for your people to be recruited by competitors for their skills?
- Are you close to your employees to know what is really going on with them in terms of their job satisfaction?
- Do you have a feedback system in place such as an employee satisfaction surveys?
- Do your managers treat employees with respect?
- Does your culture foster a sense of belonging and opportunity?

Exceptional Leaders create employment loyalty by providing a great place to work.

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