



7 THINGS YOU MUST DO

TO CREATE A HAPPY,
PRODUCTIVE WORKFORCE

AND GROW YOUR BUSINESS

—
SYNC
CUBED

Have you ever Googled...

How to deal with unproductive employees?"

"Why are employees unproductive?"

"How to motivate unproductive employees?"

SHOCKER - Your Employees May Not Be The Problem. Your Work Environment Is!

We know what you're thinking - "How is this my fault? I haven't done anything wrong!"

You meant to get it right, but you're focused on growing your business and rightly so. HR may not be your forte, so we're going to give you a little help.

Sit back, relax and let's tell you how to fix this problem and grow your business in the process.

In any organisation your Human Capital – your employees – are your greatest asset. These are the people with the knowledge, the skills and, very often, great new ideas to ensure your success and take your organisation forward and, if managed and nurtured properly, will ensure your competitive advantage.

HOW?

It has been shown over and over that happy, “engaged employees” (which we will discuss) are more productive, stay longer and are more invested in the organisation’s success, which spills over into happy, satisfied customers, who come back and refer others to your organization.

Your employees can make or break your business.

//

To win in the marketplace, you must first win in the workplace

Doug Conant, CEO of Campbell's Soup

//

ON AVERAGE, HUMAN CAPITAL COSTS MAKE UP ABOUT 70% OF A COMPANY'S OPERATING EXPENSES, YET COMPANIES FAIL TO PROPERLY INVEST IN THEIR HUMAN CAPITAL

So, how do we do this? And NO, it's not money!

EMPLOYEE ENGAGEMENT

Let's explore this concept...

It is estimated that it costs an average of six to nine months' salary, to replace an employee. A little investment in your employees can save a lot in employee turnover.

Employees are not motivated by money alone.

Employees spend more than half their time at work. They want that time to be meaningful, they want to be heard, they want to contribute and they want to grow within a company. They want to enjoy going to the office every day.

Employee Engagement refers to the emotional connection an employee has with the organization. If that emotional connection is strong, they will expend much more effort in what they do.

Engaged employees are your best Brand Ambassadors – they will treat your customers well, they will talk to everyone about the great company they work for, they will bring you new recruits and they will stand by you.

BUT

The level of Employee Engagement is directly determined by management. It comes from the top down.

Increasing an employee's engagement level can, on average, increase their performance by **20%** and they are **75%** less likely to leave the company

Now on to the **7 things you MUST do** to create a happy, productive workforce...

1 TRUSTED LEADERSHIP

The most important thing to realize is that your success as a Leader and as a Business is not possible without every employee playing their part. You cannot do it by yourself.

So, more than anything, employees want to know that you are not just looking out for yourself, but that you also have their interests at heart.

You must interact with your employees on a regular basis, listen to their concerns, their aspirations, their ideas and treat them with respect. Know your employees!

You must set clear expectations, communicate them well and be consistent in everything you do.

They must know that they can trust you to do not only the best for the business, but to also do your best for them. Then they will do their best for you.

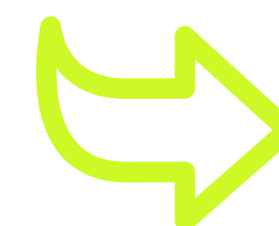
Watch this Video:

Trust – The Critical
Leadership
Competency –
Stephen Covey.



There are more great resources on the internet to guide you in this regard.

Part of trusted leadership is...



2

OPEN COMMUNICATION

ALWAYS communicate openly and honestly with **ALL** your employees. Never, ever allow rumours to abound.

Have you noticed? No matter how quiet you try to keep something, it always gets out somehow and the rumours start.

There is nothing more dangerous or damaging to your business than rumours.



Example 1

Your company isn't doing as well as it used to and you know that something needs to change. Do you think your employees don't know?

Well, they do, and they are just as worried as you are.

Call them in, have an open discussion and a brainstorming session - you will be amazed at the ideas, suggestions and possible cost savings they could come up with. Never underestimate the ingenuity of your employees.

The added bonus? You don't have to "sell" this to them. They were involved in coming up with solutions, so you already have their "buy-in"!

Sometimes you can't see the wood for the trees, but someone else can!

Rumours and speculation create insecurity and people don't do well with insecurity - that's often when they "jump ship" and you could lose valuable employees unnecessarily.



Example 2

Your company has tendered for a huge contract, but you have been keeping it under wraps. This morning you heard that your company has won the contract.

Tonight it is announced on the News.

Your employee's brother phones him to say: "Wow, congrats! I see your company won that huge contract. Well done!"

Your employee didn't watch the news and now has no clue what his brother is talking about.

How do you think your employee feels?

Always share important information, whether it be good or bad. Make sure your employees are always the 1st to know!

3

ACKNOWLEDGEMENT

There is nothing people love more than being acknowledged for work well done.

Always give praise where it is due and do so openly, publicly and timeously.

By acknowledging good work done, you are reinforcing the good behaviour. If there is no acknowledgement, the employee will just think “Why bother?”

By offering a little reward for work well done – a voucher/time off/movie tickets, you are indirectly also motivating the other employees to “up their game” – they also want to be acknowledged and receive a reward.

It doesn't have to cost a lot of money.

It's not the monetary value. The value lies in the fact that my boss sees what I'm doing and he's proud of me.



Acknowledgement is a very powerful motivator and it's one of the easiest things to do!



4

INCLUSION

Employees want to be included in the decisions you make, more especially so when it directly affects their area of work.

When you make a decision to change things, do not simply make the decision unilaterally.

Consult with your employees and 1st determine exactly what the processes are that they follow, what is working well and what is not working well.

They will be able to give you the exact information.

From there, share your ideas of how you think things should change, but listen to their input as well and collaborate.

Make the decision together.

Making a unilateral decision will result in the following:

1

People inherently do not like change. If you simply force a change on them, expect resistance.

But, if they are involved from the very beginning, they are part of the change process and they adapt much easier.

2

We have often seen changes within companies/divisions where employees were not consulted and the exact nature of the problem was not determined.

The change then fails to address the real problem and this could cost you a lot of money, for example, implementing a costly new IT system that doesn't address the real issue at the end of the day.

In larger environments, it's not always possible to involve every employee in the process. In that case, choose a few employees - make a selection across the board - give them the responsibility of gathering information from the other employees, but also to report back to the others and keep them in the loop.

Inclusion also serves to demonstrate trust and open communication from your side but, at the same time, it gives you the opportunity of interacting with your employees one-on-one and to see who your star employees are!

5

TEAMWORK

The whole is greater than the sum of its parts

Wherever possible, allow your employees to work in teams – allow them to collaborate, brainstorm and come up with new innovative ideas.

These are what will give you the competitive advantage in the marketplace.

Furthermore

Teamwork serves to transfer skills and knowledge between employees and, the more skills and knowledge each has, the more valuable they become to the success of your business.

In teams, employees are more productive, because there are others in the team depending on them to deliver on time, as opposed to someone working individually.

In teams, people motivate and help each other.

Teamwork creates strong relationships amongst employees.

Teamwork also fosters a feeling of Inclusion.

Just as much as You want your Business to Grow, Every Employee also wants to Grow

Now, isn't that a fabulous concept – you may be a small business right now but, by nurturing your current employees, they are the ones who will help you grow your business.

How? - They are the ones who will have the skills and knowledge to move on and open your next branch in the next city and the next province and, who knows, maybe even the next country!

A mistake that organizations often make, is to immediately look outside for new skills. Remember, it takes a new recruit an average of 3-6 months to assimilate into your environment. Your current employees already know the business and can slot into new positions more easily.

Always keep your eyes open and identify those employees who show real potential and talent. Meet with them to determine what their career aspirations are and where they see themselves in the longer term.

Invest in them by training them in the skills which you foresee them needing in the future. Training can take the form of formal training, coaching, mentoring, job shadowing, giving them increased responsibility, etc.

Never ignore anyone in your search for potential.

True Story

One of our clients has a medium-sized manufacturing company. They had a cleaning lady in their storeroom, where all the different components are stored.

After some time, the cleaning lady knew exactly where each and every component was located, as well as the name of each component. When the Stores Foreman resigned, she was promoted into his position.

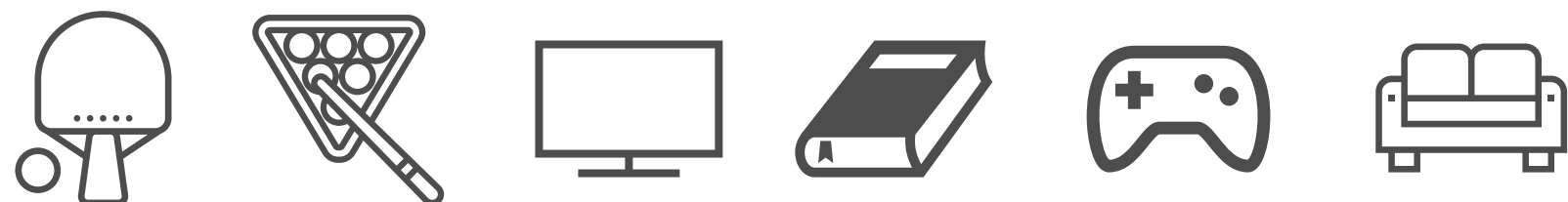
From Cleaning Lady to Stores Foreman!

And last, but not least, employees sometimes just want to have fun at work too. Having fun builds morale, relieves stress, leads to better teamwork and builds friendships among coworkers.

One thing we would advise as an absolute **MUST** is a really nice area where people can “chill” during breaks. Nobody wants to sit at their desk and have their lunch.

Some ideas that you could add to the space:

- Comfy Couches or Bean Bags
- A Pool Table or Table Tennis Table
- Games
- TV and Xbox or Playstation
- Books



Remember “Inclusion”? – involve your employees in creating the space and ask them to donate games and good books they have at home.

Some other Ideas to add Fun:

- Have a social gathering on the last Friday of the month – a braai or a cook-off
- Arrange competitions within the office or between divisions
- Get a Temp to man the phones and take everyone Ten Pin Bowling

On the internet you will find so many ideas to add fun to the workplace.

Be sure to join them. You don't have to join them all the time, but make it often.

So, where to from here?

The 1st thing you need to do now is determine what kind of workplace you want to have. What do you want your company culture to be?

Company Culture is defined as “the shared values and practices of an organization’s employees”.

Take your time with this. Whatever you decide to change, must work for your company.

Once you have a clear vision, you need to have a meeting with your employees and share that vision with them. Be open and honest – if you got it wrong the 1st time, say so (Imagine the number of points you’ll get on the Trusted Leadership scale)!

Ask them what kind of work environment they see and then, together with your team, make your workplace a place where your employees can’t wait to get to on a Monday morning. Yes, it’s possible!

And, lastly, although we have not mentioned money once in this guide, it goes without saying that your employees must be remunerated fairly, in line with your competitors and/or similar roles in the industry.

To conclude watch
this video:

Put Your Staff 1st,
Customers 2nd, &
Shareholders 3rd
– Richard Branson



We wish you the greatest success in
your business!

Please visit our website www.synccubed.co.za to
view all the services we offer



Sync**Cubed**



We can look after both your Financial and Human
Capital, leaving you time to focus on your core business.