

Staff turnover is costing you MORE than you think!

It's time to build a Retention Strategy...

How Much is it Costing You?

When you consider the costs of recruiting, interviewing, hiring, and training, it will cost you 30-50% of the annual salary of entry-level employees, 150% of middle level employees, and up to 400% for specialized, high level employees!

Do a Quick Calculation

Think of a job in your organization where there has been some turnover, perhaps supervisors. Estimate their annual average pay and the number of supervisors you lose annually. For example, if their average annual pay is \$40,000, multiply this by .125% (or 12.5% of their annual pay, a reasonable cost estimate for supervisors). This means it costs \$50,000 to replace just one supervisor. If this company loses ten supervisors a year, then 10 times \$50,000 equals \$500,000 in replacement costs for just supervisors. This is the bottom line cost. The top line cost? If the company's profit margin is 10%, then it costs \$5,000,000 in revenues to replace these ten supervisors.

Why Employees Leave (top 4)

"It doesn't feel good around here." Issues to do with the corporate culture and the physical working environment.

"They wouldn't miss me if I were gone." Many people don't feel personally valued. When people don't feel engaged or appreciated, all the money in the world can't hold them.

"I don't get the support I need to get my job done." People want to do a good job; they want to excel. At the same time, most feel as though their boss won't let them do a good job.

Lack of opportunity for advancement. Advancement doesn't necessarily mean promotion. More often, it means personal and professional growth. People want to be better tomorrow than they are today. Personal growth constitutes a very strong driver in today's workforce, particularly with the younger generation. People coming out of college often identify training as the primary criterion for choosing their first company. Companies that gutted their training departments have a lot of catching up to do in order to attract good people.

90 Days to Improve YOUR Retention

My 3 month program uses a 3 pronged attack to take a bite out of the causes of employee turnover.

1. Leadership Development Strategy

Managers, Supervisors, and Executives attend the 2-day Navigational Coaching Workshop, where they improve their coaching skills so they can develop their direct reports better and faster.

2. Employee Relationship Strategy

Through the suite of DISC Behavioral Assessments, we will help your staff better understand themselves, each other, and communicate more effectively.

3. Environment and Goal Setting Strategy

Environmental employee retention strategies address three fundamental aspects of the workplace: the ethics and values foundation upon which the organization rests; the policies that interpret those values and translate them into day-to-day actions, and the physical environment in which people work. The overall goal is to make your company a place where people *want* to come to work. Help employees to set life goals and get focused on where they want to go. Then help them to see how their goals match up with company goals and that they can achieve their goals by staying with the company. If people believe they can achieve their goals and objectives by working in your organization, they will think twice before going somewhere else to work.

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John Cutler

Championship heritage, helping you build YOUR dynasty!

With a coaching philosophy grounded in the key fundamentals of business and leadership, John specializes in catapulting executives and their teams to the next level of personal and professional success. As a FocalPoint Coach, John challenges leaders to understand every aspect of their company, evaluate what makes them and their organization unique, and leverage the talents of each individual team member. His top-down approach to coaching has a ripple effect on the entire organization. When employees see their leaders re-energized and armed with the fundamentals of leadership, teamwork and personal effectiveness, the whole company – and its bottom line – benefits.

As a key member of the FocalPoint team, John focuses on building long-term trusting relationships with top leaders and their companies, helping them to successfully align priorities and maximize their potential. Backed by Brian Tracy and his internationally recognized suite of business tools, John has worked with leaders at companies such as TransAlta, Sherritt, SUN Media, Husky Energy, Patterson UTI, Advanis, JV Driver Projects, BCI Technologies, Sulzer Chemco, Packers Plus, Noralta Lodge, Savanna Energy, Rescom Construction and Silent-Aire Manufacturing.



"John is fantastic at bringing out the positive angle to the situation. Taught me to find the leader in me and how to find it in my people. Awesome job!"

- Kevin Staigh, Silent-Aire Manufacturing

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