

THE DONALD COOPER CORPORATION

Speaking and coaching internationally on management, marketing and profitability



Management tool #B-19: ©

Attracting, engaging and retaining a top-performing team: ©

Reality check: The best people have to work for somebody...it's just that we have to deserve them. This important 'Management Tool' will lead you through a clear and effective process to become the business that the best people want to work for.

Step 1: What kind of business, in our industry, would the best people want to work for? They want to work for a business that...

Note: Using the boxes to the left, rate your performance out of 10, with 10 being excellent. For a more accurate evaluation, have each of your management and supervisory staff complete this.

- 1. Is a physically and emotionally safe place to be. If we aren't a physically and emotionally safe place to be, the rest doesn't matter.
- 2. Is clear about where it's going and what it stands for. It knows what it commits to become in 3 to 5 years and how it will get there.
- 3. Has clear customer commitments and the passion, systems and resources to deliver on those commitments.
- 4. Hires top performers and then empowers them to take initiative, grow the business and grow their careers.
- 5. Gets newcomers off to a good start with a well-conceived introduction program, including the company history.
- 6. Communicates clearly, consistently and honestly about what's happening, where it's going and how it's doing.
- 7. Is fair, respectful and ethical.
- 8. Has a commitment to ongoing learning and coaching, and a career path for those with the ability and desire to grow.
- 9. Is growing and profitable.
- 10. Pays good people well.
- 11. Acknowledges, celebrates and rewards success and deals quickly and fairly with non-performance.
- 12. Is an uplifting, energizing and engaging place to be.
- 13. Encourages employees to have a balanced life.
- 14. Listens to employees, encouraging input, creativity and respectful debate.
- 15. Has developed world-class operating efficiency with systems, policies, processes and a sense of urgency that allow decisions to be made quickly, consistently and effectively.
- 16. Offers ownership potential for key team members. This is not possible in many businesses, but can be an effective retention strategy and succession plan.

Step 2: Specifically what must we fix, innovate, do or stop doing to become the kind of business that we've described in Step #1?

1. _____

2. _____

3. _____

4. _____

5. _____

6. _____

7. _____

8. _____

9. _____

10. _____

Step 2: Specifically what must we fix, innovate, do or stop doing to become the kind of business that we've described in Step #1?

11. _____

12. _____

13. _____

14. _____

15. _____

16. _____

17. _____

18. _____

19. _____

20. _____

Note: We want our staff to be committed to our business, but 'commitment is a two-way street. Now, using the template below and the insights from pages 1 to 3, we will create, below, a 1-page "Commitment to our staff team."

OUR COMMITMENT TO OUR STAFF TEAM

We commit to helping our internal business partners (our staff team) to be more effective, energized and fulfilled by creating an environment that...

1. *Ensures a physically and emotionally safe place to be.*
2. *Provides the training required to deliver an amazing customer experience and operational effectiveness.*
3. *Has clear and consistent values, standards and processes.*
4. *Communicates clearly, consistently and honestly.*
5. *Measures, acknowledges & rewards success...and deals with non-performance.*
6. *Actively listens to employees to learn from their ideas and to honor them.*
7. *Creates a career path for those with ability and desire.*
8. *Empowers qualified employees to make decisions that deliver world-class service and efficiency. Through empowerment we encourage people to grow their career and our business.*
9. *Is a joyful, energizing and respectful place to work.*
10. _____.
11. _____.
12. _____.
13. _____.
14. _____.
15. _____.
16. _____.
17. _____.