

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. Knows who it's looking for. Knows what knowledge, experience, talent, ability and attitude required to succeed in each position in the business.
- ☐ 2. Has an effective process for interviewing and screening job candidates in order to hire top performers who will also fit the culture of the business.
- ☐ 3. Hires for the future, not for the present or the past. Hires employees who can help the business get to where it commits to be in 3 – 5 years.
- ☐ 4. Has an effective on-boarding process to welcome and inform each new Team member in a way that makes them feel that they've made a good employment and career decision. This on-boarding includes learning the company's history, its purpose, values, standards, policies, vision and commitments. It also includes specific job training and communication of benefits, employee rules and other info required to thrive in the company's culture.
- ☐ 5. Is a physically and emotionally safe place to work. If we aren't a physically and emotionally safe place to be, the rest doesn't matter.
- ☐ 6. Is clear about where it's going and what it stands for. It has a clear and inspiring purpose and values and it knows what it commits to become in 3 to 5 years...and how it will get there.
- ☐ 7. Has clear commitments about the compelling customer value and experience it will deliver and the passion, systems and resources to deliver on those commitments.
- ☐ 8. Hires top performers and then empowers them to take initiative, grow the business and grow their careers.
- ☐ 9. Has a commitment to diversity and inclusion at all levels of the organization.
- ☐ 10. Communicates clearly, consistently and honestly about what's happening in the business, where it's going and how it's doing.
- ☐ 11. Is fair, respectful and ethical.
- ☐ 12. Has a commitment to ongoing learning and coaching, and a career path for those with the ability and desire to grow.
- ☐ 13. Is growing and profitable.
- ☐ 14. Pays good people well.

- ☐ 15. Acknowledges, celebrates and rewards success and deals quickly and fairly with non-performance.
- ☐ 16. Is an uplifting, energizing, joyful and engaging place to be.
- ☐ 17. Encourages employees to have a balanced life.
- ☐ 18. Listens to employees, encouraging input, creativity and respectful debate.
- ☐ 19. Has developed world-class operating efficiency with systems, policies, processes and a sense of urgency that allow decisions to be made and action to be taken quickly, consistently and effectively.
- ☐ 20. Offers ownership potential for key team members. This is not possible in some businesses, but in some cases can be an effective retention / reward 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?

Note: For each action that you commit to take below, specifically what will be done, by whom, by when, at what cost, with what outcomes, measured how?

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2. _____
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...Step 2 is continued on Page 3:

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20. _____

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...Continued on Page 5:

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. _____.
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16. _____.
17. _____.