

# **Your Mid-Year Business Check-Up Rx**

## **Five Strategies to Assess Your Staffing Goals**

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No matter where you are in your year-cycle, now is a good time to pull out your Master Plan for this year and see how you're doing. If you haven't created it, this is the second appropriate time to do so.

There are many areas to look at when assessing your business goals. Some goals can be simply to get more exposure: to your company, to your current products and services, or to something new that you have rolled out. Another goal can be more traffic to your website, or even updating your website to more accurately reflect your current company status. The bottom line is: what are you doing on a planned, consistent basis, to get more company exposure, increase your market share and increase your net operating income?

In this second article of the **Your Mid-Year Business Check-Up Rx** series, we will discuss people. What areas should you consider when assessing your staffing strategies? What should you look at in order to attract and retain qualified personnel? Where do you need to go to reach your ideal staffing goals?

### **Follow These 5 Strategies To Assess Your Staffing Goals:**

**Performance Appraisals:** Have you met with your staff to complete their mid-year review? Performance appraisals are an excellent tool to document their strengths, weaknesses and areas of improvement. These are also invaluable to insure that their own objectives fall right in line with the company objectives. If they are not actively working to achieve their goals, chances are your company will not achieve its own goals. How are they actively contributing to the success of your operation?

**Attrition:** Is your attrition rate up or down? If you have had employees resign, do you know why? Be sure you get to the real reason, not just the standard "I got another job". Did they go to your competition? Why did they leave, was it working conditions? Pay? Other personnel? No advancement? By discovering the true reason, you can prevent it from happening again.

**Employee Training:** How much have you invested in employee training? Your front line people need training as much as your leadership staff does. Has your staff been recently trained in safety, security and in their technical specialty so they can stay current in their own field? In the competitive nature of our industry, this is one way to assure your employees that you value them and their contributions. Your return on investment from workforce training and development is double what your return on investment is on capital expenditures.

**Your Professional Development:** How much time and energy have you invested in your own professional development and training? Have you taken advantage of the professional development courses and break-out sessions offered at conferences? These can offer you a great value for your money, and you have the opportunity to interact with others in your industry to share ideas and solutions. You also need to be competitive and keep your facility competitive. Training, whether it be in-house, attending seminars, or purchasing books or tapes is never a bad investment.

Assess Others: How does what you offer your employees rank with other like companies in your field? How do you compare with other employers in your local economic area? Are you taking care of them with health and insurance benefits? Do you offer 401K and other pre-tax or post-tax benefits? Has your overtime policy been reviewed lately? How about your sick, vacation and personal days policies?

Planning for the Future:

As your organization grows, are you preparing all your employees for promotion? Do you have a succession plan for your managers, for your CSR's, for your sales personnel, for your administrative assistants? And everyone else? Have you laid the groundwork to backfill those positions? Do you have job descriptions for these positions? If not, ask those currently having the responsibility to document their everyday jobs, in detail. This will give you a very good picture of the skills and knowledge needed to replace them.

Only through planning and skillful execution of your staffing plan will you be able to attract new talent and retain valuable employees by meeting their personal needs and professional goals within your organization. Putting people first inside and outside of your organization is the key to success.

In our third series of Your Mid-Year Business Check-Up Rx series we will cover marketing. What areas should you look at to correctly diagnose the health of your organization's marketing plan? What must be prescribed to keep your marketing strategy at peak performance?