



PT WORK ForceSM

Retaining Costs Less than Recruiting

Many employers let their right-fit employees burn out and then wonder why they leave. If you have a team you can count on, put in the work to keep them happily employed with you. Don't find yourself spending more money finding their replacement than it would have cost you to keep them. [Zechariah Newman](#), a business author, coach and speaker, has some advice for employers on how to retain employees:

- **Remove low performing staff members:** When your rock star employees have to deal with lazy coworkers, their work life becomes more stressful.
- **Reward performance:** Companies often give raises based on length of service rather than performance. Rewarding someone who is surpassing expectations will make them feel valued all while investing in their loyalty.
- **Care about them:** Your employees are helping you grow and succeed. Spend time investing in them personally, and they will give extra effort to help your business grow to new levels.
- **Provide growth opportunity:** Because as Newman emphasized, "... staff will grow to a point where they need to move up or they are going to move out." Plain and simple.

Action Step:

Assess the way you are rewarding your employees before you lose them and find yourself back at square one. Retaining almost always costs less than recruiting.

