

## OUR TOP FIVE STRATEGIES FOR ATTRACTING & RETAINING GREAT PEOPLE

**Honesty** – Do more than make statements that are technically accurate. Be open. Explain the possibilities and the reasons, not overstating or understating the case. The best employees are honest and expect others to be honest.

**Teamwork** – Value each other's ideas. Ask for feedback on tentative decisions before they are finalized. Make sure your compensation system promotes teamwork. The best employees love to work hard and have fun together.

**Customer Care** – Strive to create great value for customers. Make things right when you make mistakes. The best employees get energized doing great work for customers.

**Employee Ownership** – Allow all employees to become owners (owners take better care of a house than renters). The best employees love to be in the thick of the action.

**Shared Success** – Celebrate individual and team successes. Share financial success widely and generously. Make sure your employees, customers, owners, partners, and community all end up being winners. The best employees care about everyone, not just themselves.

– **Chip Cargas**  
Chairman & CEO  
Cargas Systems

[www.cargas.com](http://www.cargas.com)



**It Starts at the Top** – Executive commitment to modeling the culture is critical to overall success. If every Exec isn't committed but one or two are, focus your energy in these leaders' areas of responsibility and then broadcast every success with the Exec acting as the champion. Let this momentum build to garner support among others.

**Develop a Meaningful Purpose** – Develop a great purpose that you can rally your team around and that can become your beacon for making decisions. Think about what inspires people and helps them connect to the bigger picture so they are working for something beyond themselves. Work needs to be more than just coming into a job every day.

**Develop a Consistent Leadership Brand** – An employee's direct manager has the greatest influence on that person's work environment. The greater the number of managers in your company who are achieving results in the right way, the higher the number of engaged employees you will have. Focus energy on developing leaders' in your company based on a consistent model of leadership that balances high standards of performance in a trusting environment.

**Hire Well** – This is a key element that is extremely underrated. Develop a rigorous hiring process and know the type of people you want in your company. Be very selective and refuse to "settle for anyone average."

**It's About Care not Perks** – One big myth of creating a great workplace is that it takes expensive benefits to make it happen. Nothing could be further from the truth. The ingredient that makes the difference is care. Employees need to know that someone in the company cares about them as a person and they are not just seen as someone who produces work.

– **Joe Bertotto**  
Sr VP / Director of Relationship Devel  
Graystone Bank

[www.graystonebank.com](http://www.graystonebank.com)

**Caring** – People will work their hardest when they know that you (Ownership, Supervisors, fellow workers) care. This can and will occur if it is a priority of everyone whether you are at the bottom or the top of an organization.

**Integrity** – If your people believe that you are trustworthy and honest with them whether in good times or in bad, it will show in their reactions to your decisions that you make.

**Commitment** – If you show a commitment to work thru issues consistently (not just fairly) in all areas, you will sustain loyalty and longevity from others. In 2009, we will be celebrating with nine of our my fellow employees in their 25<sup>th</sup> anniversaries at QCCI. That is over 3% of our workforce at one time.

**Excellence** – If you strive for perfection in all that you do, people will follow. This means in service to others, in the product – its' value for the money, and in all facets of life.

**Stewardship** – And last but certainly not least, providing opportunities for both innovation and creativity for all affected parties including family members and vendors. You don't have set up a 501 3(c) Foundation to help distribute donations/funds to needy organizations. Just find something that you feel strongly about or ask your employees for some ideas and then pursue a few of these opportunities that your employees could get involved in. If it does not work with the first idea, try a few others. Provide an opportunity for a servant's heart!!!

-- **Greg Reiff**  
Director of Human Resources  
QCCI (Quality Custom Cabinetry, Inc)

[www.qcci.com](http://www.qcci.com)