




# Navigating a HOT Job Market - How to Keep Your Best People

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# July 6 Post - Elite Facebook Group



**Amy Alexander Trickett** asked a question  .

July 6 at 1:48 PM · 



Feeling frustrated had 3 letters of resignation in 2 days. Trying to build something here but can't if the bottom is falling out. Beefing up pay structure and PTO and still experiencing this. How do we get loyalty? Despite extensive career development they still are going. They are acknowledging we grew their skills immensely and our training is what made them eligible for these opportunities that they are taking! We have a 4.9 rating on Glassdoor. Now I am afraid to answer messages and emails. Stop the bleeding!!!



# The Cost of Turnover

Up to 2-3 times annual salary... What?!

## Direct costs:

- Recruiting
- Interviewing
- Employment Testing /  
Background Checks
- Training
- Bonuses / Severance

## Indirect costs:

- Loss in productivity
- Reduced quality
- Lower morale in the team
- Lower customer satisfaction

- **The Great Resignation - the record number of people that have left their jobs since the beginning of the pandemic - shows no signs of abating.**
- **One in five workers plan to quit their jobs in 2022, according to one of the largest surveys of the global workforce.**
- **Although most are seeking higher salaries, over two-thirds say they are seeking more fulfilment in the workplace.**

June 24, 2022

<https://www.weforum.org/agenda/2022/06/the-great-resignation-is-not-over/>

# Meaning matters to employees

Most important factors when considering a change in work environment, % of respondents<sup>1</sup>

■ Compensation ■ Meaning ■ Confidence/competence ■ Autonomy



<sup>1</sup> Respondents who selected extremely or very important.

Source: PwC's 2022 Global Workforce Hopes and Fears Survey of 52,195 workers across 44 countries and territories

So... Now what?








# PURPOSE

People want to be part of something bigger than themselves; they want more meaning in their lives.

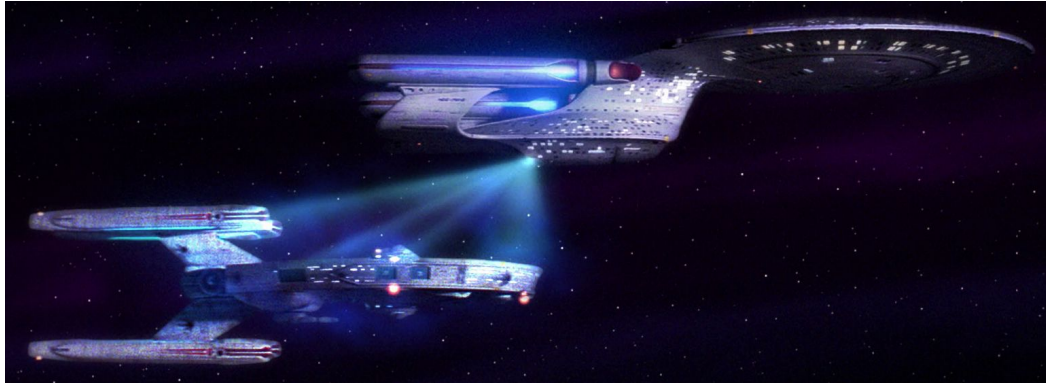


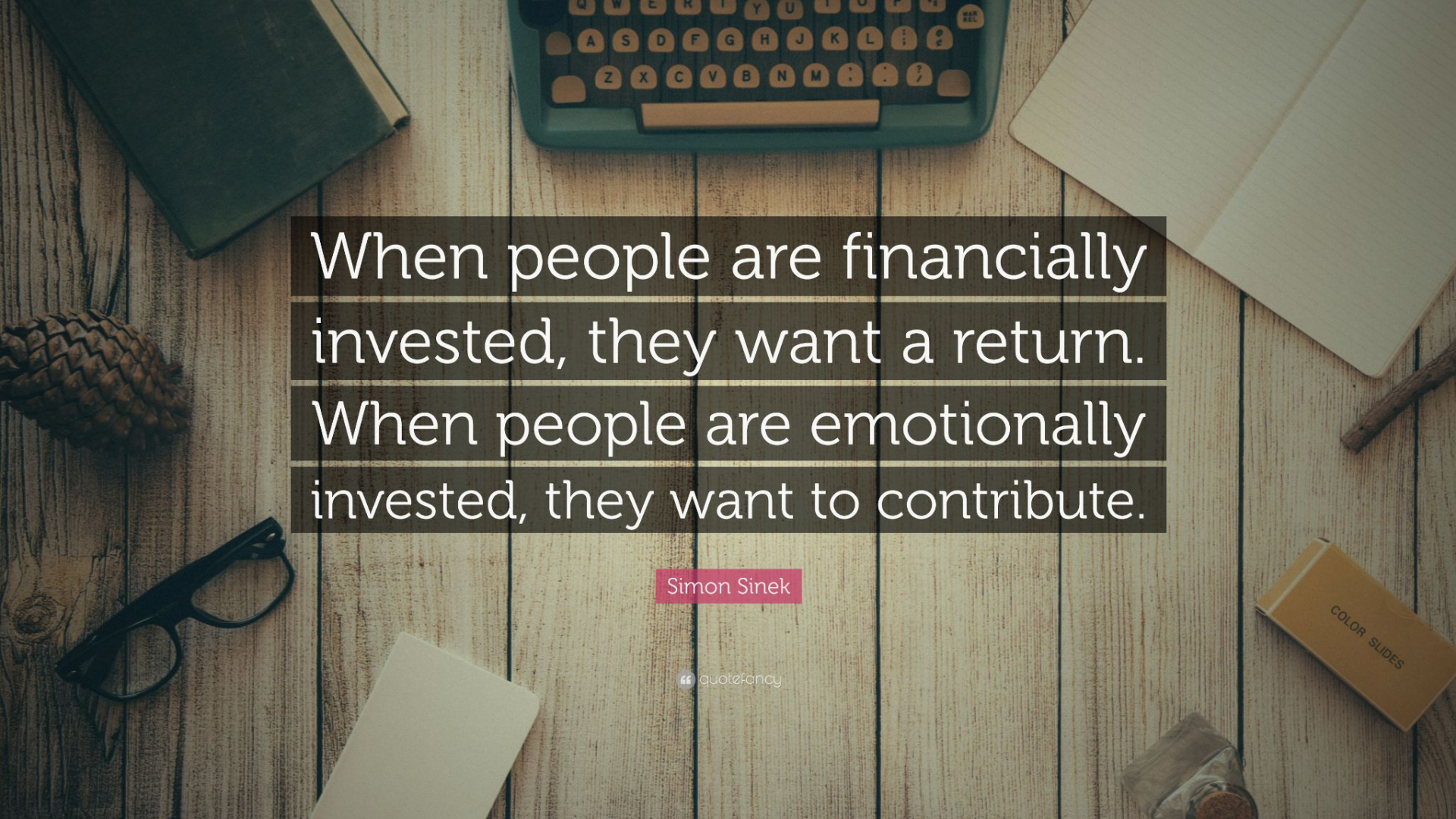
***“Employees who feel a strong sense of purpose when working are more....***

- *Satisfied with their job 88%*
- *Engaged 83%*
- *Productive 89%*

Interestingly, employees who feel a sense of purpose feel less stress and fatigue. Only 39% of employees who feel purpose are stressed or tired more than half the time.”

# Talent Tractor Beam





When people are financially  
invested, they want a return.  
When people are emotionally  
invested, they want to contribute.

Simon Sinek

quote fancy



# Growth

There is an innate desire in humans to learn and develop; Your people have hopes and dreams.

# Sharing the ideas that shaped Zappos' view of the world

Zappos Library



# Dr. Vik and the Zappos VIP Throne

Dr. Vik was like an internal Life Coach...  
“Spin it and win it!”



# My Notes for the Leadership Team

“Library full of our sources of truth for anyone”

“You are ROYALTY!”

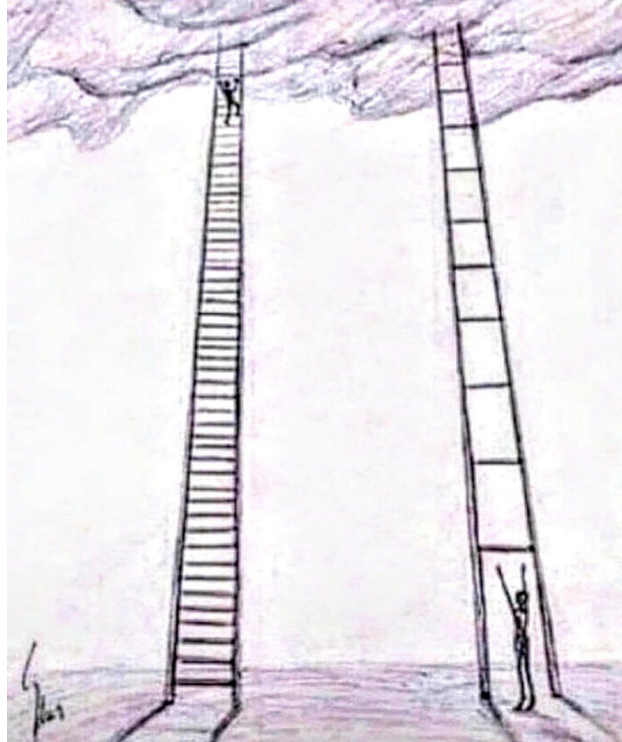
“Personal effectiveness in our employee training (Vision Planner: combo life plan and time mgmt)”

“Pipeline team dedicated to building the pipeline of future talent needed”

“Progression broken down into smaller parts”




# Progression Path Hack



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The only thing worse than  
training your employees and

HAVING THEM LEAVE

is not training them and

HAVING THEM STAY

HENRY FORD



People need personal connection; One of the deepest human needs is to be loved.

# Connection

# ELITE LEADERSHIP MODEL



## SET THE VISION

- Articulate a Vision with your team
- Create a clear plan for execution
- Champion the Vision until completion



## DELIVER RESULTS

- Identify, measure, and report on KPIs
- Create a culture of performance
- Establish a meeting rhythm



## CARE



## BUILD THE TEAM

- Organize the work
- Hire, lead, and fire to the Vision
- Develop people

# Get Close to Your Best People

Weekly 1:1s are a MUST (especially right now!)

- How are they doing personally?
- What do they need?
- What are their hopes and dreams?

Consider small group meetings as well

They need to know you CARE!

# Silver Lining?

People are looking for work that brings them joy and gives them better work-life balance.

- If you've lost some people, this is your chance to upgrade team members who have left (they were the least engaged anyway)
- You can also make adjustments you need to make to how your business is perceived by the best talent.
  - Exit interviews can be a great source of learning. Ask and then listen carefully for opportunities to improve your business and your leadership.

**‘ TRAIN PEOPLE  
WELL ENOUGH SO  
THEY CAN LEAVE,  
BUT TREAT THEM  
WELL ENOUGH SO  
THEY DON'T WANT TO. ’**

*— Richard Branson*





The best leaders build the best businesses (**one person at a time**), and the best businesses win.



1. If you have more than 5 employees
2. You want a thought partner, OR
3. To learn how we serve 7-figure businesses

**Schedule a call with me:**

<https://calendly.com/brett-gilliland/30minzoom> **OR**

**Email:** [brett@GrowWithElite.com](mailto:brett@GrowWithElite.com)



GrowWithElite.com

