

How can I keep my best people during times of crisis and stress?

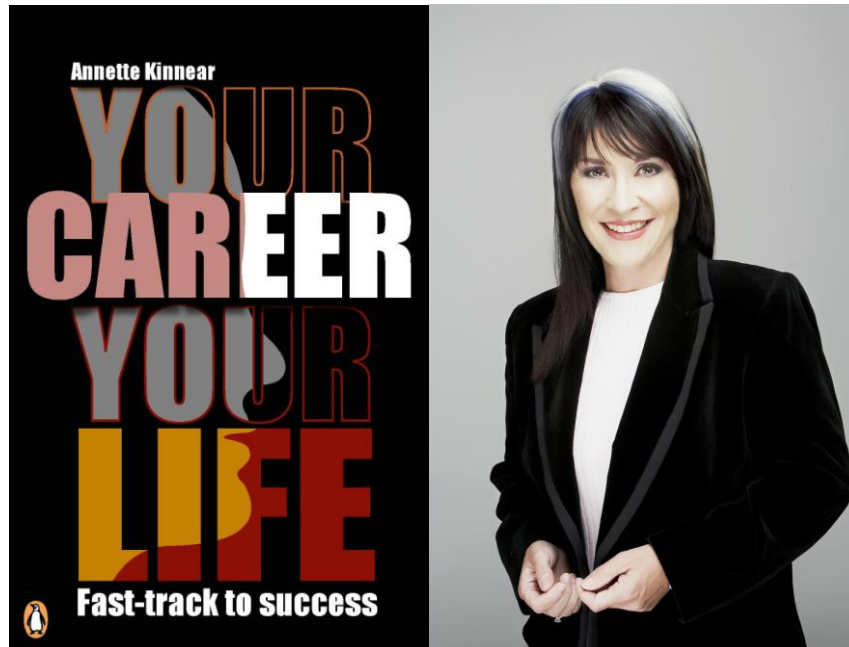
Fact: Good people stay in a company when they have a stake in it, either materially or emotionally. It is also true that many of us wish, from time to time, that **all** employees would share the same love and dedication for a company's cause as many owners and directors of companies do.

A sense of progression is the emotional stake that will glue your people's affection to their company. People leave organisations when they perceive a lack of progression, whatever the cause. This is because they instinctively know that when they are not progressing, they are regressing. In life, business and career, there is either growth or there is disintegration, forward movement or decline. **There is no standing still.** The employer who wants to retain talent is therefore primarily concerned with one thing: to keep their talent in a state of constant progression ie personal and occupational growth. The most effective way to achieve this is through increasing their levels of maturity.

The problem we face as employers is that building maturity in employees consumes financial resources as well as the time and energy of the senior professionals in the company. An employer can lighten this burden by showing employees the benefits of accepting responsibility for all their actions, professional tasks and personal growth. What remains is merely the need for support in the form of tools and resources to build their own maturity.

Such a resource is now available in the newly launched book ***Your Career, Your Life*** by Annette Kinnear. It comprises 48 weekly lessons, several practical tools and 12 monthly worksheets, and helps employees manage their professional and personal growth. The systematic steps outlined in the book will ignite the intrinsic motivation to remain or become a top performer in the person's respective profession and company.

Your Career, Your Life was born out of Annette's experience and observations over a time-span of twenty years in the recruitment industry, and can be the mentor many employers give their people. Each week the staff member makes an appointment, metaphorically speaking, with this mentor and learns from her vast experience. This book will **increase levels of endurance** and **inspire loyalty to organisational objectives and values**, even in times of difficulty or high levels of occupational stress. This leads to **high levels of performance** and a **positive outlook**, even amidst **challenging economical circumstance**. The result: **talent retention**.



The book is now available from Penguin Books South Africa and can be purchased at all good bookstores.

Below follow two extracts from the book's early pages:

'... One day I made a conscious decision to change my approach to my own career. I decided to no longer think and act "like an employee" but to think and behave like my clients, the successful people and entrepreneurs that were in charge of companies. I don't remember the exact date but I clearly recall the year and month and also where I reached this new resolve. Within one year, my career had started to prosper. I was earning more money (a lot more) and I had started moving up in my company. Work was no longer a struggle for survival – things just fell into place every day. I had not changed companies or position – I only adjusted my own personal attitude. Everything I needed to become successful had been available to me all along but my new way of thinking enabled me to access more of my potential ...'

'... In fact, you will discover that Suzie was not overlooked at all. She was looked at, but not chosen. Nowadays, "I was overlooked for promotion" is considered to be the statement of a victim. If it is promotion you want, the first thing to do is not to speak like Suzie. Remove all "victim talk" from your vocabulary...'