

# KEEPING IT REAL

## Tips on building strong employee loyalty

Your employees are your bread and butter. You may have a great idea, a great product and a great location, but if your employees are unhappy, they'll be unproductive. Which will lead to dissent, which leads to job-hunting, which leads to the end of the world as you know it.

OK, maybe that's a bit dramatic, but remember that finding a great team is hard-however keeping them doesn't have to be. Here are a few tips on how to create a happy home life for your employees. Ideas such as dress down days, pet visiting hours and video game wars can assist you in running a successful business while building strong employee loyalty.

### Get the troops involved ...

You may think segmenting your crew into specific areas is productive, but some experts find it's better to fill employees in on all company business.

Whether it's announcing a new contract or letting them know what problems the company's facing, it's best to make everybody feel a part of the team. Make sure your people don't feel like they're just worker bees, but that what they do directly contributes to the success of the company.

### Get together ...

Have biweekly get-togethers, where equal amounts of time are spent discussing business and having fun. Whether having a BBQ or watching a football game, camaraderie encourages a free flow of ideas that translates

back to the office. Some people may feel they can't hang out with the boss. Get-togethers help erase that invisible line. Your team will feel more comfortable about approaching you with ideas and less intimidated when facing conflicts.

### Do unto others ...

Think back to the days when you called someone else "boss." How were you treated? What was the environment like? Emulate the positives, and eliminate the negatives.

### Play together ...

Don't underestimate the power of a good game-playing adrenaline rush. Playing in the office can give you and your crew the creative energy you need to complete that next project.

### Inspire your team to grow ...

Your commitment to your vision and your goals can inspire an atmosphere of empowerment in your work place. With dedication and a considerate attitude towards your team, you can lift the performance of your entire organisation.

A well lead team feels respected and enthusiastic, and is hungry to achieve more. By working hard at building team loyalty, you can create a happier, more effective workforce, and ultimately enjoy the boost in profits!