

How To Motivate, Reward, & Retain Employees

1 Hour

Joy Livingood Gibb, ABOC

Course Description:

Employees can generate sales, handle difficult technical problems, and make important decisions that will affect your practice; and top performing employees are the keys to the success of your business. Recruiting and training new staff can become expensive and burdensome at best. Practices who can retain loyal and productive employees will find improved customer service and rapport, increased sales, and better morale amongst staff. This course will give the attendee ideas on ways to build the team concept by motivating and rewarding employees, which can in turn help retain employees.

Learning Outcomes:

Attendees should be able to:

- 1) Establish an action plan to motivate employees
- 2) List ways to reward employees
- 3) List reasons why employees stay at a place of employment
- 4) Identify when a rewards system is appropriate
- 5) Identify ways to build team morale
- 6) Establish a plan to set goals on an individual and team basis with employees

Needs Assessment:

Recruiting and training new staff can become expensive and burdensome at best. Practices who can retain loyal and productive employees will find improved customer service and rapport, increased sales, and better morale amongst staff. Implementing effective ways to motivate and reward employees helps in retention of top-performers.

Timed Outline:

Introduction – 5 minutes

- Why worry about motivating and rewarding employees?
- Employees are the key to the success of your business
- Motivated employees work more efficiently and produce better results
- Saved recruiting and training dollars

Motivating Employees – 14 minutes

- Get in the trenches and do yourself what you ask others to do
- Building the team
- Seek employees' ideas
 - This creates a culture of greater employee empowerment which in turn creates employee satisfaction
 - Recognizes unique talents your employees possess
 - Egos must be checked at the door
 - Instill faith and a can do attitude in your employees
- Establish an action plan
 - Determine the goal
 - Define the desired behavior
 - Create specific, measurable, achievable objectives
 - Communicate the program clearly, fairly, and fully
 - Along the way and at the conclusion of the program, keep your promises and stay the course
- Target incentives
 - Customize commissions to the kind of sales you want and need

Rewarding Employees – 13 minutes

- Money isn't everything

- A survey of office workers conducted by Xerox and Harris Interactive found employees rated more money and more recognition as almost equal motivators
- Invest in an employee's career development
- Education is a must
- Little treats
 - Movie tickets, lottery tickets
 - Products as gifts
 - Sunwear, AR coated lenses, polarized lenses, etc
 - Improves testimonials for patients
 - Give the gift of time
 - A half day off or a long weekend, flexible hours
 - Swap or trade services/products
 - Give employee rewards your personal touch
 - If you customize something to people's preferences you'll usually get 8-14 times the value you paid
 - Clothing allowance
 - Scrubs vs outfits
 - Caution: spiffs should never be used to sell inferior or unnecessary products
 - Caution: keep rewards random and occasional so they don't become expected

Retaining Employees - 13 minutes

- Five primary reasons employees stay:
 - 1) Challenging and interesting work
 - 2) A chance to learn and grow

3) Good rapport with co-workers

4) Fair pay

5) A great boss

- Communicate with your employees

- What do you like about your job?

- What do you dislike about your job?

- Leverage expertise

- Use top performers as teachers

- Mentor other staff

- Makes skilled employees feel valued

- Don't micro-manage

- Top performers will typically rebel

- Top performers need flexibility and independence to make their own decisions

- Strong goal setting

- Employees will remain where they feel they are contributing and building something bigger than themselves

Conclusion - 5 minutes

- Motivating and rewarding employees does not have to be monetarily expensive and the rewards of retaining top performing employees can be priceless to building the reputation and revenue of your practice.

Questions