

# How to Keep Valued Employees



If businesses are to thrive in today's economy, then finding and retaining qualified employees must be a top priority. Frequent turnover can damage a company's productivity, negatively affect employee morale, increase costs, and damage overall organizational performance.

Conversely, retaining skilled workers who are committed to the company's success, who feel a sense of ownership and satisfaction with their jobs, and who contribute the exceptional effort that delights customers, creates true competitive advantages.

Those powerful payoffs make employee retention a compelling imperative for the leaders of small and medium-sized businesses.