

# Corporate Retention Strategy #1: Trust

*By Bruce Lee, President of Encore Seven*

Over the last few years, organizations have discovered that a great workplace culture has more to do with the little things that increase employee retention than almost anything else. Employees are made to feel an integral part of an amazing company. As the company moves from being “a place to go to work,” to “a great place to work,” it is their leaders’ people skills and how they relate to each employee that matters. Managers need to be seen as approachable and willing to listen to new ideas.

As I have identified with clients over the years, it is the word *trust*, along with its intrinsic meaning and the perceived value of the word that resonates loudest with employees. This is where the employees feel trusted, are treated like family, and are seen as a valuable part of the team. They know that they are a part of the success of creating the growth of the company, and they enjoy the energy and excitement that goes along with that growth. It is reinforced to them that they are making a recognizable contribution to the organization and it is celebrated. A high performance, forward thinking, motivational work culture is continuously nurtured. Needs are fulfilled and appreciation is shown.

Teamwork is supported and celebrated. Activities to bond people together are instituted. There is an attitude of not wanting to leave your friends. In fact, work is a great place to go and contribute because your friends work there too. When you hear your employees tell others, “This is a great place to work,” you know you’ve created that great culture.

Chinese philosopher Confucius once said: “Love your job, and you will never have to work another day in your life.” Furthering that idea, H. Jackson Brown Jr., said: “When you find a job that you love, you add 5 days to your week.” This is what successful companies create when they build a culture of relationships based on trust.

## **Trust includes:**

**Integrity:** Doing what you say you are going to do, and standing behind your promises, values, and mission statements.

**Effective communication:** Sharing what is happening, what is going to happen, good and bad news, and how things are being handled (including financial information; not a budget overview).

**Pride:** A great sense of accomplishment in both the company and themselves

**High regard:** Respect for the rights, values, and beliefs of everyone regardless of age, sex, race, or religion.

**Rapport:** Everyone gets along, feels comfortable, and shares personal information freely.

Trust is a priceless commodity in business. It can take awhile to build, but it can be lost in a second. Establishing relationships within the office that are based on trust and respect will go a long way to creating a culture where people want to come to work, and contribute to the overall success of the organization.

*Bruce Lee is President of Encore Seven, Inc. an international training company he founded with his wife Toni that specializes in inspired leadership, customer service training, personal productivity, and employee retention. E-mail: [BruceLeeSpeaker@shaw.ca](mailto:BruceLeeSpeaker@shaw.ca) or 1.403.242.6212.*