



Should you put your staff or your customers first?

Clearly your customers are vital to your business but if your employees feel undervalued or disenchanted will they go the extra mile for your customers? We think not. So how do you make your staff feel valued when times may be a bit tough and paying them more is probably not an option?

All the research on employee motivation shows that money is only an issue when employees are unhappy. What matters more to people is to feel valued and to have an opportunity for personal development. Do your employment policies and procedures reflect the value you place on your staff? When did you last review them? Do your policies reflect the new changes to statutory holiday entitlement for instance?

Did you know that, for many businesses, staffing can account for around 80% of the costs? Obviously it is important to make sure that a business gets real value for that expenditure.

In our experience small businesses often don't have the systems, policies and procedures to make the most effective use of their people or to cope when they need to look at staffing issues. This is where we can add value for money to your business or organisation, cut your costs and make your staff happy which leaves you time to look after your customers and clients.

Conker Consulting suggests that all companies would benefit from a 'Personnel Review' - it is like an MOT or Healthcheck for the organisation. It is broken down into 5 key areas: employees, policies & procedures, training & development, motivation & retention and communications. By spending a couple of hours in your organisation, Rosanna will be able to easily identify which areas need to be addressed, which areas can be improved upon and which areas should be noted for future development. We can then produce a brief, bullet point report in order to identify priorities and help you create a work plan for going forward. There is no obligation to book us for future work although obviously, we would be delighted if you did!

To book a 'Personnel Review' call Rosanna Henderson on 07961 134033 or see "Range of Services" to see other ways we can help you to look after your staff and ultimately, your business.

"If any of you employ staff or plan to, then I suggest you sit down with Rosanna as soon as possible. Otherwise you will be missing something that will either retain or motivate your staff or protect you." *Kristian Torode, Crystalline Communications Ltd.*