

COM101: The Communication Corner

[Back to Main Page](#)

Search COM101


Search only in titles:

Search

[Advanced Search](#)

Sponsors

Designing Benefits

 designingbenefits...

Employee Benefits & HR outsourcing:
Not just a vendor; a valued partner

Track Employee Attendance

Employee Handbook

Employee Performance

Recent Posts

[For conspiracy theorists, any story will do](#)
Saturday, March 17, 2012

[How to spot liars on online dating sites](#)
Wednesday, February 29, 2012

[How organizational hierarchy affects language in workplace e-mail](#)
Wednesday, February 29, 2012

[Do psychopaths use language differently from everyone else?](#)
Wednesday, February 29, 2012

Employee retention: 5 reasons people quit their jobs



Photo: www.sxc.hu/photo/851583

If you think that employee retention is not a concern because of the current economy, think again. Keeping an eye on employee turnover is important no matter what the economic landscape looks like: Employees who do not feel satisfied, appreciated, and motivated may have a longer job search ahead of them right now, but eventually they will find a new position and quit jobs that are unfulfilling. Although they may cite pay as the reason they resigned during their exit interviews, more often than not, employee dissatisfaction cannot be explained on a pay stub.

Five important factors that can cause employees to leave their jobs are:

1. Bad bosses. In most cases if you want to find out why employees are dissatisfied with their jobs, all you have to do is look at their supervisor. Whether the boss is incompetent, or incredibly difficult, this relationship can often become a catalyst to employee dissatisfaction. And when employees have a strained relationship with their boss, they will begin to take stock of other things about the job that they dislike.

2. Lack of employee recognition. The importance of employee morale cannot be overstated and if your company does not have official employee recognition and incentives in place, the little things you do can go a long way. Getting your employees ice cream on a hot day or even saying "thank you" for a job well done will make them feel like they are truly part of a team and that their contributions matter.

"Employees need to feel connected to the business and know that there's value in what they do—they're a cog in the wheel and they should understand how they make the wheel turn and how valuable they are," said Chana Anderson, a member of the special expertise panel of the Society for Human Resource Management (SHRM). "We don't always do a great job in explaining that to employees so they get it."

Tracking Employee Hours

 attendanceondemand.com

Updated systems for Automated time & attendance

3. Lack of advancement and growth opportunities. Employee development is key to keeping good workers because everyone wants an opportunity to grow in their jobs. If this does not translate into a promotion, employees may also be interested in chances to get more training and learn new skills.

"Most people want to learn and grow. If they're doing the same thing punching widgets day in and day out, they're going to get tired of it," said Anderson. "If we're making an investment in the professional development of our staff, it keeps them from leaving."

4. Work/Life balance issues. In recent years, more and more employees are voicing the need to balance their careers and family responsibilities. Today's employees are no longer willing to sacrifice being actively involved in their children's lives in order to advance their careers. With this in mind, it's important for employers to create solutions that cater to their employees' individual needs—such as flex time programs and allowing workers to telecommute part of the week.

5. Eroded trust. According to Liegh Branham, author of *The 7 Hidden Reasons Employees Leave: How to Recognize the Subtle Signs and Act Before It's Too Late*, many members of today's workforce assume that senior managers are automatically guilty and must be proven innocent. And it's no wonder, thanks to numerous stories in the media—from managerial incompetence to corporate greed—that give us every reason to distrust employers. Most commonly, employees are concerned about whether their leaders know what they're doing

[Employee envy and disengagement linked to workplace sabotage](#)
Monday, January 30, 2012

[Just play one on TV: Workplace portrayals of psychologists turn off potential patients](#)
Monday, January 23, 2012

[Research finds a new cure for the common cold: Social comparison](#)
Friday, September 23, 2011

[Insomniac workers cost companies billions](#)
Thursday, September 15, 2011

[Close connections and goals are the key to happiness](#)
Wednesday, September 14, 2011

[Autonomous workers are happier workers](#)
Tuesday, September 13, 2011

Sponsors



and are being honest with them. If there is something going on at your company that has decreased employee trust, Branham suggests addressing it directly.


"Trust is the hardest thing to gain and the most important issue in being a great place to work," he said. "When dealing with these issues, the first thing companies need to do is listen to their employees. They'll tell you what's bothering them—but then you have to be prepared to take action. If you're not going to act on what they told you, it will just make your employees much more cynical and you'll make the situation worse."

This article originally appeared on my [Workplace Communication Examiner](#) page on September 3, 2009.

More COM101:

- [Ethical public relations is a two-way street](#)
- [E-mail etiquette do's and don'ts](#)
- [Workplace incompetence considered more acceptable than rudeness](#)
- [Job hunting and social networking: Why a job seeker should let it all hang out online](#)
- [Generosity is contagious study finds](#)



Posted by Kenya McCullum at [November 27, 2010](#) 

Categories: [Interviewing](#), [Emotions](#), [Morale](#), [Mass Communication](#), [Trust](#), [Job Hunting](#), [Listening](#), [Media](#), [Verbal Communication](#), [Organizational Communication](#), [Children](#), [Parents](#), [Bosses](#), [Money](#), [Honesty](#), [Team Communication](#), [Family Communication](#), [Workplace Communication](#), [Interpersonal Communication](#)

Tags: [Society for Human Resource Management SHRM](#) [Chana Anderson](#) [Liegth Branham](#) [The 7 Hidden Reasons Employees Leave](#)

[Previous Post](#) [Next Post](#)

Trackbacks

[Trackback specific URL for this post](#)

No trackbacks exist for this post.

Comments

No comments exist for this post.

Leave a comment

Comments are closed.

Featured Posts

- [Crime fact and crime fiction: How crime shows affect your views on the justice system](#)
- [The best of times and the worst of times are the interpersonal times](#)
- [Female Oscar winners more likely to divorce](#)
- [Creative workers feel stressed, but happy](#)
- [Hell hath no fury like a consumer scorned](#)