

ЭКЗАМЕНАЦИОННЫЙ БИЛЕТ № 19

4. Выполните анализ и реферирование текста «Boost employee engagement» (15 баллов)

If you're like most franchise business owners, developing your team is your #1 priority. Hiring, training, and retaining employees are never-ending activities. Your top talent is by far your greatest asset and your greatest competitive advantage, but are you doing enough to keep them?

It's hard to put a price tag on the loss of a valued employee. Aside from the actual cost of recruiting and training a replacement, there are intangibles—the “brain drain” of institutional knowledge, workplace disruptions and delays, and the psychological toll on the team. Not to mention, companies with engaged employees—those who are invested in the overall success of the organization—have happier customers.

Money is overwhelmingly the number one reason people leave an organization, but typically it's not *only* because of money. Rather, it's due to lack of engagement, poor communication, under-recognition, failure to listen, and lack of a shared vision and/or meaningful work all acting as contributing factors. Creating a flexible, transparent, meaningful culture may be your greatest asset to help your best people stay.

A meaningful workplace culture starts with feedback. Taking the pulse of your employees can help you quickly identify concerns and trends before they become bigger issues. Using a formal employee survey enables you to gather feedback, identify areas of risk, quantify employee engagement, understand what you need to work on in order to improve retention and minimize costs to your business, and measure the effectiveness of your workplace culture and engagement strategies.

High employee satisfaction and engagement has a significant and positive impact. Engaged employees ultimately lead to more loyal, satisfied customers.

While the costs associated with improving satisfaction, engagement, and culture are nominal, only the very best organizations dedicate the time and consistency that is required to really move the needle. There are some key areas of staff recruitment and performance. Firstly, lower training costs with increased engagement and retention. Secondly, trend employee key performance indicators across all business locations, system, and the whole industry. Finally, show the world that you're an employer of choice within the franchise community.