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Module Content



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The Purpose of Business

What is the main aim of a business?



What Is the Purpose of Business?



Is it to look after the customers?

Is it to provide a service?

Is it to pay the staff?

Is it to look after the staff?

Is it to identify a new market?



What Is the Purpose of Business?



Or, is it to make money?



Avoidable Costs to the Business

What things cost the business money unnecessarily?



Avoidable Costs to the Business



Complaints

Frustrated and angry staff do not deliver good customer service.

Poor customer service leads to customer complaints.



Avoidable Costs to the Business



Complaints

Resolving customer complaints takes time.

Time costs money.

Some complaints may result in compensation being given to the customers, again resulting in a financial loss to the business.



Avoidable Costs to the Business

Loss of Staff

Unhappy staff leave.

If they leave the business the chances are that they will need to be replaced.



Avoidable Costs to the Business

Loss of Staff

Recruitment takes time and costs money.

Training the new employees takes time and costs money.



Avoidable Costs to the Business



Sickness and Absence

Many sickness absences can't be avoided but there are some that can, in particular those that stem from work related stress.

Short term absences cost the business money; long term absences cost the business A LOT of money.



Avoidable Costs to the Business

Poor Performance

Disillusioned staff tend not to make a great deal of effort.

They make mistakes, they do the bare minimum and they stop caring about the success of the company.



Avoidable Costs to the Business

Poor Performance

The business either needs to spend time and money retraining and motivating poorly performing staff...

or

time and money attempting to manage them out.



Avoidable Costs to the Business



Disciplinary Matters

Continuing the theme of disillusioned, frustrated and unhappy staff, then one possible outcome is a disciplinary.



Avoidable Costs to the Business



Disciplinary Matters

Disciplinaries require investigation.

Disciplinaries may cause further anger and resentment in multiple members of staff.

They take time, cost money and the outcome may result in recruitment costs if the employee is removed from the business.

Avoidable Costs to the Business

Happy Workers

Put very simply, happy and engaged employees create less unnecessary costs for the business.

They perform better, which leads to :

- Less complaints
- Less performance management issues
- Less disciplinarys

They also tend not to leave the business, thus reducing recruitment costs, and they tend not to go off with work related stress.



Avoidable Costs to the Business

Happy Workers

So how do you keep employees happy?



Employee Engagement

A brief overview



Employee Engagement



‘Employee engagement’ is the phrase used to describe how engaged an employee is with the success of a business.

There are multiple different ways to effectively engage employees, some more effective than others.

How engaged your employees are can have a dramatic effect on the success of your business.



Relevant Conversations

Who might you have difficult conversations with?



Relevant Conversations



Manager to Manager



Manager to Employee



Employee to Manager



Management Styles

A brief overview



Management Styles

‘Management style’ is the phrase used to describe how a manager manages their employees.

There are many varied and different styles available to a manager.

It is the choice of the individual manager concerned as to which style they choose to use.

The effects of the managers chosen style can have a dramatic effect on the employee and organisational performance.



Summary



It is very easy to lose sight of the bigger picture. In business the bigger picture is all about cold, hard cash; it is about making money.

Providing employees with a friendlier and more positive workplace helps avoid many unnecessary costs to the business.

Utilizing appropriate employee engagement techniques and adapting your personal management style can all contribute to making the workplace a friendlier place.

