

# Holding on to Your Employees

## It's not always about the money

People like to be **associated with success**. Over and over again the primary reason staff gave for liking their company was not money, not the perks, not the comfy chairs - people like working for a successful organisation.

### What Matters?

**The organisation:** A lot of flexibility, openness and freedom, and that fosters a good culture.

**The Job:** Important factors in workers satisfaction include having clear roles and responsibilities, knowing their contribution is being valued, being allowed to develop skills and knowledge, and having a reasonable workload.

**Leadership:** Leadership is critical. A clear sense of “common purpose”, staff being significantly involved in decisions that affect the way they do their job and treating people fairly in an organisation are all key.

**Colleagues:** Ask anyone what they like about their job and their initial reaction will be “the people”.

**Work Practices:** What do employees want? Training and opportunities for advancement getting top marks.

Other factors influencing satisfaction with work practices include family-friendly work polices, physical work environment and recognition for individual efforts.

**Money - It's Still Important Too Though:** Don't get us wrong, money is still important. Obviously no one wants to be paid less than what they think they're worth or what they are likely to be offered by an industry competitor. But to a large extent, money is now a given. Staff expect to be a paid a fair wage, and probably a performance bonus, but it's not just about the money!

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