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ASP Trends

Can your business really afford to lose your best employee?

Most small business owners believe employee turnover is simply "part of doing business." Not quite.

When a good employee walks out the door, you don't just lose a person—you lose experience, customer relationships, productivity, team morale, and valuable organisational knowledge.

Then comes the cost of replacing them, such as recruitment; interviewing time; onboarding; training; reduced productivity, management & supervision time.

As you can see, what seemed like "just another resignation" has become a very expensive business decision.

Here's the good news... below are 7 practical tips to improve retention:

- ✓ Recruit the right people—not just the available people.
- ✓ Give every new employee a structured onboarding experience.
- ✓ Ensure everyone understands their role and what success looks like.
- ✓ Have regular conversations with your team "check-ins" —not only when something goes wrong.
- ✓ Recognise and celebrate their good work, even the small wins.
- ✓ Trust employees with meaningful responsibilities that help them grow.
- ✓ Address performance and conduct issues early before they become bigger problems.

As business owners, we spend significant time attracting customers. Perhaps it's time we invested the same energy in retaining the people who serve those customers every day.

What is one thing your business does to keep great employees engaged and committed?

I'd love to hear what you are doing to retain your best employees.

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