

# Keeping Your Organizational Idols

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As the war for talent rages on, the search for star performers continues. Seeing how stars are always in demand, your organizational hook must be stronger and more attractive than your competitors'. In order to ensure your prize workers want to stay with you, you need to remind them that they are always welcome – and valued. A solid retention strategy for these valuable performers is essential in these highly competitive times.

*"It is worth every bit of the effort if you can find ways to keep those star performers in your organization performing for you."*

When trying to prevent your stars from going astray, think about your company's practices with regards to retaining talent. How does it take care of its talent, and keep the big bad head hunters at bay? Remember that your talent knows it is at a premium and in some cases it will be loyal to the highest bidder. Here are some things you can do to keep your stars happy and performing:

## **Pay them well**

Make sure that your compensation package is competitive. Top performers want the salary and benefits that match their abilities. Failing to reward your stars for being stars can cause them to wander to where they will get the financial recognition they deserve. If all things are equal, and they can make a higher salary somewhere else, they will probably make the move. They usually know they are at a different level than the rest, and expect to be given such star status through their pay. No doubt other forms of recognition (i.e., vacation time, flex time, development reimbursements and other

incentives) help, but monetary rewards also send value signals to your stars.

## **Develop them**

Even though money is a strong incentive to stay, it isn't the only one. Just as important to your top talent is meaningful work and a sound career plan. Star talent want to do work that interests them and leverages their key strengths. They want to enjoy the work they do, while using their skills to their full potential. Top performers will seek out opportunities to further expand on their competence, and will expect you to help them to obtain those opportunities.

In the same way, they want to know that you care about their future and will help them on their career path. Planning and discussing how your star is going to progress in his/her career is significant to their satisfaction and engagement. Make sure they know you are listening, by having frequent career planning discussions and providing them with ample opportunities for growth. Support and advocate for them, and they will show their appreciation for your efforts by their hard work and motivation.

## **Don't forget the little extras**

Provide perks that send the message "We like you and we want you to stay". Having family-friendly work arrangements, giving deserved time off and frequent feedback, involving them in decisions that affect them, providing an attractive workspace and environment, supplying good leadership and developing a sturdy orientation for them are just some of the things that you can do to let your top talent know that you are serious about keeping them on board.

Do you think all of these ideas sound like a lot of work? You bet they are. But it is worth every bit of the effort if



you can find ways to keep those star performers in your organization performing for you. If your star talent offers skills and abilities that you need to achieve corporate strategic goal, then you must look at measures to keep them loyal to the cause and the company.

