



Stop them jumping ship

Business coaching is the way to keep all your staff firmly on board

You and your HR people have spent a small fortune on staff recruitment advertising and selection procedures. Although you hired in aptitudes you added training and developed favourable attitudes. Your people perform well and you know this from your annual appraisals. They are an important cog in the wheel of your business. And then they hand in their notice!

Unless you have a policy of 'go now', they have an opportunity to spread dissent among their colleagues, to squirrel away vital company information, and even to steal your stationery and equipment. That individual who was once 'the perfect candidate' can metamorphose into 'the employee from hell'.

The start of a new year is a favourite time for your staff to explore new opportunities, to see if the grass is really greener on the other side and to jump ship. As a result you have much to lose and little to gain beyond repeating the costly recruitment and selection process.

This situation is damaging enough when

people at a low level decamp with their skills and experience. It can be catastrophic when your best senior people decide to move on. The solution is to avoid the situation arising in the first place. It is a situation that is readily available to you with business coaching.

Staff retention is serious issue which business coaches deal with on a regular basis. Your staff will be less inclined to look elsewhere if they feel that they are truly valued, when they are motivated with an understanding of your organisation's ethos, values and objectives, when they have the optimum possible responsibility for their own workload and actions and when they discover the benefits of self motivation and the arts of delegation.

As with all great innovations, there is a possible downside. The only risk in coaching is that you might select the wrong coach! *Hannah McNamara* founded *HRM Coaching Ltd* to remove this risk. She says, 'By creating a network of trained and qualified coaches, each with proven

commercial and managerial experience, we can offer tailor-made solutions for you, your company and your teams. My personal mission is to ensure a perfect fit between client and coach to deliver outcomes that exceed client expectations'.

As a special offer to readers, *HRM Coaching* will give you a free assessment of your coaching needs during a confidential telephone conversation with the opportunity to ask any questions about coaching. Then, at no charge, you will be supplied with a shortlist of suitable coaches who will be happy to work with you.

The choice is clear. You can do nothing and hope for the best, which is not a sound management policy, or, you can explore the undeniable benefits of business coaching, at absolutely no risk, and ensure that the best is yet to come and is achievable within your timescale.

HRM Coaching Ltd

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