

Don't Leave Your Staff Starving for Feedback

Everyone makes a difference; sometimes they just need to be reminded of that fact.

By Lexi Tucker, LCT senior editor

I don't care what anyone says: Everyone likes to hear, "excellent job!" People shouldn't be considered "snowflakes" or "entitled" for wanting to know where they stand with you and your company. There's not a single person on this planet who doesn't like to be praised from time to time. Go ahead. Try to prove me wrong.

Have you ever considered, just for a moment, that the reason turnover seems to be so high is because your staff doesn't realize they make a difference? That you understand that without them, your company couldn't do what it does daily?

I want to clarify one point first and foremost: While monetary compensation is great (and I wouldn't turn it down!), that's not the kind of recognition I'm talking about here. The kind of recognition I'm talking about is free, takes only a few minutes out of your day, and will make a huge difference in attitudes company wide.

Let's say you walk into the room where your reservationists work. You happen to overhear a conversation between one of your agents and a client. Maybe you can tell

by the direction of the exchange that the client is unhappy for whatever reason (probably a ridiculous one). To your surprise, your employee handles it like a pro and doesn't let the heat of the moment overcome her. She remains calm, solves the problem, and has no idea you're standing in the same room.

There are multiple ways you could recognize her. You could shoot her an email, or forward one if that client sends you a message talking about how impressed they were about how she handled the tough situation. That's not bad, but you can do better.

Option number two would be

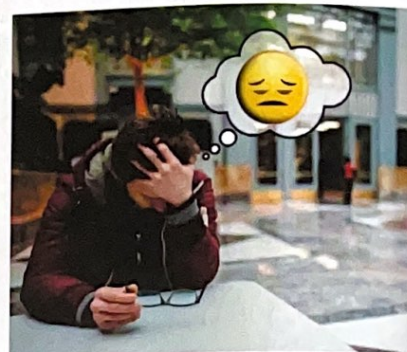
calling her desk from your office to tell her you witnessed what happened and admired how she still met the client's needs. You're getting warmer at this point.

In my opinion, the best approach is to come out of your office (calling someone into the office usually carries a negative connotation and will have the person thinking, "What did I do this time?"), look them straight in the eye, and say, "I saw what you did there. That was awesome. It's people like you who make us the number-one company in [your service area]. Thank you for handling that the way you did." Handshake, high-five, or fist-bump optional.

That's all it takes. You don't need an open office space, a fancy coffee machine, or Taco Tuesdays (although, that'd be a close sell for me). What you need is to be a true leader and respect employees who come to work every day and don't let their emotions get the better of them while they get their job done to the best of their abilities.

You also must consistently recognize solid work, whether that person performs above and beyond every single day or has one shining moment deserving of praise. If you want their good behavior to become consistent, all you must do is give credit where it's due. Otherwise, people will use their feet to take their brains and hearts with them. **LCT**

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Sixty-five percent of employees haven't received any form of recognition for good work in the last year. Source: Bonusly



"Receiving gifts" and "words of affirmation" are employees' favorite ways to be recognized. Source: Bonusly



Seventy percent of employees say motivation and morale would improve "massively" with managers saying thank you more.

Source: Bonusly



Employees who don't feel recognized are twice as likely to quit in a year.

Source: Bonusly