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Employee Loyalty

Hard work, sound management, and experience are not the only criteria for business success. Employee loyalty and ability to take on responsibility are equally important.

We've talked to operators in all parts of the country and in every phase of the industry about the problem of getting and then keeping top-notch employees in the company. As a result, we've come to some conclusions, few of which involve take-home pay.

One of the foremost is involvement of the individual in the doings of the company which have to do with his job and his conduct on the job. Employee sessions on a regular basis where policies, progress, and plans are simply hashed over produce a sense of belonging and points up to the individual his worth to the company. Many business managers rely on this type session to keep themselves abreast as well of doings within their operation.

Recognition of the individual is another oft neglected item in developing company loyalty. Compliments for work well done are effective and cost little in time or effort. But more important is the merit increase in salary or the likelihood of promotion once the individual has the needed ability and experience. In short, recognition does much to make the individual aware of the responsibility expected. Loyalty then becomes a valuable by-product.

Closely associated with recognition is concern. Employees who feel that the company is genuinely concerned about them as persons and as important to the company operation return that concern in many ways, chiefly in more than adequate performance of their duties.

Naturally security is uppermost in the minds of everyone, whether employee, manager, or owner. Employers can do much to instill a sense of security by the manner in which they approach fringe benefit programs such as profit sharing, insurance, retirement, etc. Even their approach to adequate training programs, the opportunity to attend industry meetings, and their personal on-the-job relationship affect the sense of employee security.

Adequate pay is important, too. But this is seldom the factor which determines loyalty. Today, employers generally pay well or they fail to get potentially good people to begin with.

WEEDS TREES AND TURF is the national monthly magazine of urban/industrial vegetation maintenance, including turf management, weed and brush control, and tree care. Readers include "contract applicators," arborists, nurserymen, sod growers, and supervisory personnel with highway departments, railways, utilities, golf courses, and similar areas where vegetation must be enhanced or controlled.