

loyalty

a strong feeling of support or allegiance

One of the biggest misconceptions about employee loyalty is that a team member is loyal because they have worked for the company for many years and therefore advocates the company brand. An employee who has been working for the company for a long time is not necessarily loyal, nor do they necessarily buy into the company's ethos or support its growth goals.

Loyalty has nothing to do with length of employment. Does an employee coming in day after day, equal loyalty? Who is more loyal: An employee with more than ten years of service who does just enough to get by, always complains and criticizes the company or an employee who has just joined for six months, embraces the company values and add significant values to the business?

Loyalty in the Company This is a two-way situation. When a company wants an employee to be loyal and dedicated, a relationship of mutual respect is nurtured; this is especially important today, as loyalty has a completely different meaning than it did twenty years ago.

Perhaps unsurprisingly, this idea of workplace loyalty can feel like a one-way street. Employers don't often sacrifice their own financial interests to protect their employees. When budgets are tight, they lay people off. If an employee isn't meeting their work requirements, their job is likely in jeopardy. That's not to say managers don't ever struggle with those decisions, they often do, but ultimately, employers must act for the benefit of the business. And that's not a criticism! These are business relationships; both sides are supposed to be able to appropriately walk away without significant guilt when the arrangement no longer works to their advantage.

LOYAL COMPANIES:

Promote From Within Whenever Possible

Avoid hiring outside talent unless there's no other option. Promoting from within, and shifting existing staff into different roles, tells staff they aren't just expendable cogs.

Downsize Only As A Last Resort

Some employers let people go at the first sign of reduced profit. The message is that people will be discarded at will.

Have Open-door Communication

Managers sit down with employees and ask about career aspirations as well as things they're doing outside of work. Everybody wants to be engaged and wants to feel like they have a future at the company.

Stand Behind Their Staff When They Experience Upheavals

Employees go through ups and downs. A loyal company assures the affected employee that they're valued and works together to arrive at solutions within reason.

Trust Their Employees to Make the Best Decisions

With proper training, employees are trusted in how best to go about their days and accomplish the company's goals. No micromanagement needed.

Pay Their Staff Fairly

In a recent study, only 66% of workers feel they are being compensated fairly. The majority of these employees work for small businesses.

LOYAL EMPLOYEES:

Meet or Exceed Expectations

Aware of what is expected from them in terms of work performance and work diligently to meet or even exceed those expectations.

Are Inquisitive and Ready to Learn

With so many new advances and improvements happening in the world, it is important for an employee to stay updated and be willing to adapt to the changes.

Are Responsive and Keep Communication Open

When working on a project, they update on the progress at regular intervals and complete the project on time. Are also open/responsive to hearing feedback about their performance.

Are Proactive and Take Initiative

They look for challenges that stretch them and increase their competency, skills and confidence; anticipating what you might require, request or need and preparing for it in advance.

Are Willing to Truthfully Communicate About Their Role

When experiencing turbulence, a slump, need for growth, or personal issues that keep them from performing well, they communicate in appropriate and candid methods.

Will Be Honest When It's Time To Go

They know their departure will create a tremendous hole, so they let the company know what they're thinking to give plenty of time to prepare.

The workplace is changing rapidly, but one thing is certain: *Loyalty in the modern workplace is a two-way street.* People are the lifeline of business. They bring the necessary skills and innovative thinking that are imperative not just for companies to survive, but also to thrive.

Loyal employees do exist, just as there are employers who actively want to do what is needed to create attractive and positive workplaces. These companies clearly value their employees and want them to stay, develop and prosper along with the organization as a whole.



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