

# How to invest in your team

A photograph of several small green seedlings growing in a dark brown soil tray. The seedlings are in various stages of growth, with some having two leaves and others just starting to emerge. The background is dark and slightly blurred, focusing attention on the plants.

Today's workforce is looking for more than a simple pay cheque. They want to align their work with their worldviews and connect with their boss and team. People are less loyal to employers than they once were, a trend being reported globally through the decline of average tenure. The top three reasons people leave an organization include their boss, their team, and lack of growth opportunities. Leaders who invest in their team – technically and emotionally – see greater engagement, productivity and tenure.

## OUR FIVE TIPS TO KEEP YOUR TEAM ENGAGED

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### 1. Spend time being human

The most valuable thing a leader has to offer to a team is time. Empathetic leaders dedicate “people time” on their weekly agendas – this could manifest as dedicated time to walk the halls and engage in hallway conversations or creating coffee time with groups of staff to take pulse on what's happening that week. It also means recognizing that people bring their lives with them to work – and sometimes that means an off day. Take the extra 30 seconds to genuinely ask how someone is doing, demonstrating that you care about what's happening in their life. The time investment will pay dividends back to your employees' engagement and productivity.



## 2. Provide development opportunities that matter

Not all learning and development is created equal. Creating an L&D approach that allows employees to self-direct part of their development, will support their personal growth goals. Consider access to industry-recognized certification programs as a signal that you are investing in them as a person, not just a business asset. And when mandatory training is required, speak with your team about it and help them understand what's in it for them, and why it is worth their time to be focused and present.

## 3. Give them tools to succeed

Think about your personal productivity when your chair is uncomfortable, or your computer screen keeps flickering. Productivity improves if staff are comfortable and have the right equipment or software for their job. Maintaining motivation and focus is critical to productivity. Dedicate budget to equipment and software upgrades and establish a process that easily allows staff to request what they need to make their work more effective and efficient. Staff will feel good, and you will see results.

## 4. Be their champion during performance reviews

There is a trend to reduce the time invested in performance reviews. Yet individuals are thirsty for feedback on how they can grow and improve. Beyond encouraging your leaders to provide real-time feedback to staff, demonstrate a personal investment by championing individual performance reviews. Ensure there is clarity on performance metrics, and if applicable, how bonuses are distributed so employees know what to expect.

## 5. Consider their time

Look at your HR policies. In context of what your staff contribute, consider what you can offer as a competitive employment advantage – be it flexible working hours, personal days off, or long weekends around holidays. Saving staff commuting time one day per week for example could be enough to recharge their batteries and keep them invested in their work. Leaders that recognize and communicate effectively that employees' personal lives are important are also more attractive.

## 6. Celebrate the little victories

Great leaders set goals and metrics to drive performance. To show you are invested in your team, find ways to celebrate the progress being made to achieving those goals. People desperately seek approval and recognition for their efforts. Start with your weekly meetings, consider using the first five minutes to positively reflect on the team's effort, and make time for brief one-on-one meetings to acknowledge an individual's performance.

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LET'S CONNECT TO CHAT ABOUT STRATEGIES TO INVEST IN YOUR TEAM – WHETHER YOU NEED TO IMPROVE TEAM ENGAGEMENT OR PERFORMANCE, MACPHIE CAN HELP. [THINK@MACPHIE.CA](mailto:THINK@MACPHIE.CA)