



***If you want to attract the best employees to your business, begin by appreciating the staff you already have, because the best form of marketing comes from within.***

being shared. Feeling as though they could never trust their employer, the decision to leave was inevitable. If you wish to attract great people, apply a little honesty and always be open to hear new ideas.

**Bosses as role models** – It can be extremely discouraging for employees to have a boss or supervisor that says one thing yet does another. To some, this may be nothing more than a subconscious habit; however the impact on a business can be devastating. Employees today appreciate bosses as role models. Leaders they can look up to for guidance, shared insights and professional expertise. Men and women who are both approachable and very much capable of working through difficult challenges with a sense of grace and class. Remaining optimistic, enthusiastic and open-minded about the future of their workplaces, bosses like these, who become role models for their staff, can help a business move forward as employees begin to improve themselves

**Flexibility with common sense** – To help secure a business' growth potential, a little flexibility and common sense may go a long way. Gone are the days when supervisors are called upon to monitor the company's time clock. However, if this practice is still a regular occurrence in your business, you may wish to think again about its true effectiveness. Focusing on a couple minutes of tardiness from one employee, an entire day's work of productivity may be wasted. If their tardiness becomes a regular occurrence, be willing to listen to their reasons why and then see if together you can find a solution that works best for the two of you. Stay focused on those things that really matter.

If you want to attract the best employees to your business, begin by appreciating the staff you already have, because the best form of marketing comes from within. Then be willing to move your business towards a more proactive approach as you find the courage to change and the wisdom to know what should remain the same – great service, great people and great communities. **MP**



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