



Alternative Growth

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P/Strada, LLC

To Think. To Plan. To Win.

How To Deal With The Loss Of Expertise When Employees Leave

All companies go through turn over in the staff. Some employees are very knowledgeable about their job and bring a lot to the table. You will have to account for what the business will suffer in the event of losing them.

Dealing With the Lost Expertise or Knowledge When Employees Leave

Do you have a process in place to capture intellectual capital? Your staff has knowledge that is important to the company.



One thing to consider is setting up processes with the staff ahead of time. Encourage them to collaborate and offer rewards on account of this. Also, you should have a reward system in place for staff that gains new information.

Chaotic Periods Destabilize the Company

When a business goes through transitions, it can cause an uproar in the company. Spending the time to train new employees will make it harder on the remaining staff.

Here are some things to consider to keep these periods from having so much of an effect on the business:

- Does the CEO have a clear vision in place for the team to understand?
- Do team members understand their place in the overall vision?

Continued on page two – Expertise

Help Young Talent Develop A Professional Mindset

Depending on how long you have been in business, it can seem that the talent is getting younger and younger every year. The generational gaps we experience are not just in social environments, but are truly felt in the workplace as well. So, how do we help these young professionals develop the right mindset?

Develop Emotional

Intelligence – Many people that are entering the



marketplace do not believe that social skills are necessary. In

fact, somewhere around 69% of those that enter the workforce believe that people skills can actually get in the way of doing their job well. It is not surprising that these people also believe that their technical skills are far more valuable than their people skills.

It is very important that young talent is taught the soft skills they need to ensure that a team works together smoothly. Those that are emotionally unintelligent are more likely to:

- Struggle to collaborate with their team
- Be inflexible or unadaptable to different situations
- Have little ability to interact with those that are not the same personality
- Not able to communicate well

As a business owner, you need to help your new hires develop their emotional intelligence. For a workplace that flows well, it is essential that soft skills are cultivated.

Teach Time Management – In a culture where everything is immediate, it is hard for any of us to keep from becoming distracted. When employees lack time management skills, it affects the productivity of the entire business.

Continued on page two – Professional Mindset

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One Minute Ideas



Patrice Manuel, CEO/Senior Principal of P/Strada, LLC

How About A Mobile App?

Do you have a mobile app for your business? This is the fastest growing industry today.

86 percent of the average person's phone usage is spent accessing apps. The data reveals that gaming apps lead the way, and accounts for 32 percent of people's time, followed by Facebook, Twitter and YouTube, which collectively accounts for an additional 32 percent.

For companies that have an established customer base and a range of products, developing a mobile sales app can be an effective strategy. Think of it as a mobile version of a printed mail catalog you might send out. Instead of simply showing pictures and descriptions, an app can link directly into your ecommerce site.

A mobile app keeps your company information in the palm of your client's hands. ♦

"Success is not final, failure is not fatal: it is the courage to continue that counts.

~Winston Churchill



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Continued from page one – Expertise

- Does the leadership team have clear communication plans put together?
- Does the company have a profit plan?
- Is the value proposition of the business clear?

Giving everyone a clear understanding of their role in the company will go a long way in helping get through a transition.

The Organization Needs to Understand How the Company Will Grow In The Future

Every company would benefit from ensuring there is a growth plan in place for the future. All employees should understand where they fit into the plan. Your business would benefit from putting out a survey that captures the way each staff member feels about the organization. This will give you a good idea of office morale.

It goes a long way if the CEO involves employees in what the company is challenged with. That makes the staff feel like they have a role in reaching the goals.

The Organization Needs to Understand the Impact That Staff Satisfaction Has on the Company's Profitability

It should be no surprise that low morale leads to less profits in the business. Employees that do not feel satisfied in their jobs will perform at a lower level than those that do feel satisfied in their job. Here are some things to evaluate:

- Has the company shared with employees how they are part of increasing profits in the business?
- Does the CEO understand how emotional intelligence plays into employee satisfaction?
- Can employees impact customer satisfaction? If so, what power will you give them to meet customer needs?

A business needs to understand how their staff is a vital asset in the growth of the company. ♦

Continued from page one – Professional Mindset

You want to give your employees the best chances of getting as much done each day as possible.

Put into place things they can do that will help them better manage their time. Help your employees understand the order of priorities each day. This is not to say that you need to micromanage them, but give some guidelines.

Make Feedback a Priority – Everyone in the company needs the ability to provide feedback. Managers need to be able to provide feedback about performance & employees need to share their difficulties and other concerns.

In your business, it is to your advantage to ensure that your young talent is given the best chances to become the professionals you need them to be. ♦

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