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## Tips on how to press the right emotional buttons to turn on and retain staff

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Having consulted with several organisations on staff attrition for over 20 years, we have identified several of the push and pull factors behind talent retention. A great place to work inspires the passion of workers, helps them to identify their talents and unleash them to full potential. As these hot emotional buttons are pushed, employees are turned on by what they do and who they work for or with. Here are some of the observations of organisations that have been able to achieve this.

**Inclusivity and openness to risk** The work culture is more inclusive than exclusive. The workplace is not adverse to taking risks or learning from mistakes. Leaders and managers do not lay blame or shame their workers unreasonably.

**Values and support** Values are strong and staff surpass basic requirements of them. They not only talk the talk, they also walk the talk and walk the walk. There is strong support and collaboration among team members.

**Trust and rewards** A sense of fair play is evident when rewards and recognition are impartial. In situations of high trust, peak performance is inspired and achieved.

**Pride and appreciation** When "I" becomes "We" pride, a synergistic combination of individual pride, team pride and organisational pride is achieved. There is a strong culture of appreciation, where little things done are not taken for granted.

**Managing feedback** The CEO also wears the hat of a CLO - the chief listening officer. Feedback is effectively monitored and managed. To make a workplace great, you need a leader who goes against the conventions of people management and adopts a culture of "motivation by moment". It is worth showing immediate affirmation when employees put their best foot forward, rather than waiting for the annual performance review.

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