

FIVE BEST PRACTICES FOR EMPLOYEE RETENTION.

HOW TO KEEP PEOPLE MOTIVATED AND THRIVING IN THE WORKPLACE.

As pest management professionals, you work within the service industry. Company owners and managers are likely not the people homeowners are interacting with regularly, so empowering all employees to take ownership in their business is a top priority. Certified Sentricon Specialists™ represent the company, and they should feel empowered to make decisions about treatment options and solutions that can make the customer relationship the best it can be.

Higher employee retention can often lead to more loyal customers. According to industry research, one of the biggest challenges for pest control companies is attracting and retaining talent. It's important to empower Certified Sentricon Specialists by following these five best practices for employee retention.

1. SCHEDULE STANDING MEETINGS.

Set up companywide meetings on a weekly or monthly basis. Give your employees something to look forward to and allow opportunities for open discussion with management. For example, the owner of D's Pest Control hosts a monthly cookout for his employees and cooks for them. This informal gathering allows employees to feel valuable and more open to discussing workplace challenges.

2. USE POSITIVE REINFORCEMENT TO MOTIVATE EMPLOYEES.

When you praise an employee for doing a good job, you increase the likelihood of him or her doing that aspect very well again. Remember the Golden Rule. We are all people and respect goes a long way.

3. FIND OUT EMPLOYEES' PERSONAL GOALS AND WORK WITH THEM.

Employee feedback is essential. Conduct one-on-one reviews and evaluations with your employees. Everyone has their own personality as well, so take that into consideration and learn how to work better with one another.

4. DISCOVER YOUR COMPETITIVE ADVANTAGE.

People want to work for a winner, so identify what sets your company apart from your competition. How is the company making a difference in your industry and community, and for your customers? Your company's competitive advantage can give employees a sense of pride for working at your company.

5. ENCOURAGE A HEALTHY WORK-LIFE BALANCE.

Technology has blurred the lines between work and life. If it becomes too unbalanced, employees may feel stressed, less effective and disengaged with their job. Help your employees achieve the goal of a balanced work week by offering help with managing their schedules. Employees should work hard, but also have time to enjoy life outside of the office.

Tips and best practices provided courtesy of [D's Pest Control](#) in Lubbock, Texas.

