



Article from

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# Under-demeciated?

By Chad Carden

There are times when writers, including those writing movie scripts, take poetic license and invent a word to make a point. “Under-demeciated” is just such a word.

As far as I know, the word was invented for the movie “Bed-time Stories,” starring Adam Sandler, who uses it to describe to his niece and nephew how he feels about his job and how his boss neglects showing him gratitude or appreciation.

A few of you reading this article might be able to relate. And if you can, then you don’t have to take a huge leap to get to the next question.

What are some of the main reasons you think people might quit their job? Is it the pay? Do they start to dislike the company? Can they no longer tolerate the work environment? Or maybe they don’t see how they fit in?

These are all valid reasons for quitting a job, but none of them is the primary reason. The U.S. Department of Labor recently conducted a survey of 10,000 employees at Fortune 1000 companies, and the survey said ... the No. 1 reason why people quit their job is *lack of appreciation!* Severe under-demeciation if you would ask Mr. Sandler.

The American Management Association estimates the low-end cost of replacing an employee is 30 percent of his or her salary, while other research estimates 150 percent of salary to replace a manager or person in a leadership position.

These statistics are financially staggering, but unfortunately issues regarding appreciation are not the top priority of most companies or organizations. Maybe they should be!

If you are a person of influence in your company, what kind of environment do you want to create? Is making your employees feel appreciated a top priority? If you are showing gratitude, how? Does what you are doing make sense and is it effective?

Here are some ideas for making your team feel appreciated:

- Don’t be afraid to stop and have some fun. This will let them know that you are human, and make them feel more connected to you. Movies, field trips, company picnics—they will appreciate you for these periodic occasions!
- Take the time to know how each person likes to be recognized. Just ask. They will appreciate your attention to detail!



- Empower your employees! Give them the autonomy of decision-making within their position; this is why you hired them! Make them feel like they are the experts at what they do; this will instill more confidence in them and in you as their leader!
- Periodically take the pulse of your team. Use a quick survey and create questions that will do two things for you: 1) give you some information about how they feel about their job; and 2) give you some insight on any issues or obstacles of which you were unaware.
- Pay attention to those who are working late, going the extra mile, or showing an extra dedication to the job.

Here’s a link to more ideas from *Forbes* magazine:

<http://www.forbes.com/sites/kevinkruse/2013/03/01/25-low-cost-ways-to-reward-employees/>

Employees who feel appreciated are an integral part of a positive, effective, and efficiently produc-

tive work culture! Some of the most notable companies like Orbitz, Scottrade and Nokia have mastered creating a culture of appreciation for their employees!

Breaking down the old school mentality that discourages warm, fuzzy types of tactics is a challenge for many companies in the corporate world. Maybe you can find a way to make it rain gumballs (also from “Bed-time Stories”).

The bottom line is: Happy employees are productive employees! ■



Chad Carden has been consulting, coaching, and speaking with companies to improve their No. 1 asset—their

people—for 14 years. He is an accomplished author of two books. Chad’s work has been translated in over 10 languages, and has also been featured in many media outlets.