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As an established leader in the PEO community, The American Group was invited to participate in Expert Insight, a nationwide educational series for managers of growing companies. *"Success = Attracting & Retaining your Winning Team"* is the first of three insertions appearing in Inc. Magazine throughout the year.

For more information on this topic, contact The American Group.

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Success = Attracting & Retaining your Winning Team

The success of your company stems from a good idea and your ability to build and retain a winning team that amplifies the idea into motion. How does your small-to-medium-sized company compete for the top talent if you're not public and do not have the resources to offer a signing bonus or other incentives?

- **Empower** your team with enthusiasm that permeates throughout your company
- **Provide** a team performance-based bonus program
- **Encourage** personal growth - the freedom to creatively develop ideas and take risk
- **Promote** the hidden paycheck - a quality health program (#1 concern of employees). A company can compete by having a full line of employee benefits including Life, LTD, STD, Banking Services, 401(k), Dental, Vision, and Employee Assistance Program

In the interviewing process, you must share the vision of the company. Be exciting and honest about the company's growth potential. Involving many team members builds company esteem and yields a successful hire. This establishes the high standards for your new team member.

As part of the new team member orientation, **the President has breakfast with any new team members on their first day.** This sets the tone and shows the importance and impact they will have in the company. It reconfirms their decision to have joined your company. Now, share the company's vision and future growth. Re-emphasize that the team will support them in their success and growth. Provide a training

schedule. Most small-to-medium-sized companies do not spend enough resources in this area. Another member of the team may act as a mentor if you do not have a formal training unit. If you do not train and ingrain your company's values on the first day, your company will lose the team member and others.

Follow up with the new team members after the first week. Take the time to ask questions concerning the well being of the

The American Group

TAG is a PEO that offers Employee Benefits, Payroll, HR, Workers' Comp and Compliance services to small and medium-sized companies. This enables companies to reduce costs and have administrative ease of employee management. TAG helps companies to have employee safeguards in place (EAP) Employee Assistance Programs, employee hot lines (expanded benefits only available to Fortune 1000 companies), allowing the company a new level of professionalism while growing their business by retaining a winning team.

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new team member. Visit, listen, and encourage them to assure their understanding of the company's vision and values.

To retain your team members, you must coach your team with:

- **Personal Recognition/Growth**
- **Motivate/Provide Purpose**
- **Good Compensation/Benefits.**

These are the rewards that stimulate, bond, and retain your winning team, as well as contribute to the success of your company.

The example you set as a leader, thinker, and team player provides the confidence upon which your team builds.

- **Keep promises** and hold team members 100% accountable for their performance.
- **Promote** mutual respect.
- **It must be fun** - enjoy the success together!