

Keeping Good Employees Onboard!

Employee retention – is a very real and serious issue for many small businesses in BC. The Conference Board of Canada is calling employee retention one of the hottest issues that will demand our attention over the next decade. Remember the days when you would post an advertisement for a position and then wade your way through piles of resumes? Unless you've been recognized as a 'destination employer' within your industry, those days are probably gone for the foreseeable future. Some say that the labour pool in North America has turned to a puddle.

Keeping good employees on board will help to ease the labour shortage crisis, and considering the costs associated with re-hiring and re-training staff, it will also help your bottom line.

Dawn McCooey, of McCooey Consulting Group Inc. is a business advisor with Women's Enterprise Centre. She is currently conducting independent research through a survey to determine employee satisfaction, but mostly to gain insight into WHY employees leave their jobs.

If you're a woman in business and you'd like to participate in this survey, or more likely – have your staff complete this survey, there are some benefits for you. First, completing the survey may provide you with some increased insight into employee retention issues – and it may open the dialogue with your staff regarding employee satisfaction. Second, we can use the results as part of the overall feedback through Women's Enterprise Centre in an upcoming newsletter article.

The survey is completely anonymous. No names or places of employment or any other identifying information is requested. The survey only takes three minutes to complete. Once the survey is completed you just hit "done" and it sends it to Survey Monkey for calculations.

[Click here](#) to go the survey and thank you for your participation. We will publish the results in an upcoming Women's Enterprise Centre eNewsletter.