Six Reasons Your Employees Leave You (And Not Because of Pay)

by Maegan Anderson

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When you run a business, especially in a country as progressive as Australia, you can be sure to experience the growing pains of staying profitable. It is natural, and it can be handled, especially if you have superb employees keeping you company. This is important if your aim is in getting a lot of B2B leads. And since such business leads can be hard to get, you want to be sure that yourÂ lead generationÂ campaign stays effective. Not surprisingly, you will want to keep your best employees. The problem here is this: they eventually leave you. Why is that so? Why do end up losing employees?

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There are six main reasons why, and money has nothing to do with them:

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1. Your ego grew â€“ one thing that employees like about you when you are first starting out is probably because you are a down-to-earth person. But if you let your firmâ€™s success get into your head, especially if you landed profitable sales leads, then you risk alienating your key employees. You should let them know that the way you branded yourself (which is a business necessity) is different from the person that you want your employees to see in you.

2. Your startup became a corporation â€“ sometimes, it also has to do with the structure of your firm. Smaller companies are willing to explore, to experiment on different tactics. When you grew bigger, you might stifle employees with rules, procedures, titles, and turf. They hate that, really.

3. Your opportunities have shrunk â€“ there will be a time when your employees rose so high that the net position that they can occupy is probably yours, and you certainly want to keep yours, right? Try letting your employees know that you are there for them, asking them for their ideas about where they might want to go next, or maybe giving them some challenging projects.

4. Your key employees got stuck â€“ this is the problem with key employees. They are â€˜keyâ€™ because they are the best at it. But it may end up with them getting stuck with that job forever. Try adding variety and challenge to their work, since a little spice can keep them from leaving your firm.

5. Your business erected barriers â€“ this happens when employees used to communicate with you directly, but now have to deal with the middlemen you assigned. This can alienate their relationship with you. Try letting them know that you can hear them, and that everything they give their managers will go straight to you. Keep the links strong.

6. Your exceptional team turns petty â€“ this can occur if you hire the wrong someone who may not match with your current employees. You might have to take a more direct hand on this, since a prima donna employee (despite the credentials) can ruin your existing teamâ€™s mood (and their exceptional performance). It can spell bad news ifÂ telemarketingÂ is the process they were doing.

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After all, it can be pretty hard to keep employees these days. Better find a way to inspire them to stay.

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