



It Pays to Develop Your Employees

Your company is only as good as your employees. Investing in employee development demonstrates care for your team and creates an attractive company environment for job seekers. Developing your employees boosts their performance and engagement while allowing you to cultivate future leaders.

Improve Employee Performance

Training your employees to do their job well is key to employee development. Well-trained employees perform at a higher level, are more efficient, make fewer mistakes, and find their careers more satisfying.

Conversely, poorly trained employees may perform at a subpar level. Poor performance could mean an employee is not a good fit for the position. However, before you conclude that a particular employee "just does not have what it takes," you

should ask if he or she has been given adequate training.

Input often equals output. Business owners sometimes expect premium work to arrive on their desks like a magic bullet. They want employees to “just know” how to complete tasks without extra input and training. The result is misplaced frustration, strained company culture, and poor job performance. Training your employees will benefit your company with improved employee performance, increased efficiency, and, ultimately, more satisfied customers.

Increase Employee Engagement

Creating a thoughtful plan for employee development can keep your employees more engaged. Engaged employees tend to be more loyal and productive, willingly give more than the bare minimum, and are less likely to have safety incidents on the job.

It's not a coincidence that high-level executives focus on employee engagement as one of their top business strategies. Employees who stay engaged with development opportunities bring more focus to their work and exercise more autonomy. They become more optimistic about their success, which

improves their engagement and drives the company toward better performance.

Develop Future Leaders

You need leaders to carry out the vision of your company. Who will be in management ten years from now? Do you have a new hire you want to develop for a leadership position?

When you have employee development strategies, you have the freedom to train leaders who become loyal to your company. As a result, you have more control over the long-term direction of your company.

Six Common Obstacles to Developing Employees

- 1. Busyness.** Although it may feel inefficient, take the time to develop your employees.
- 2. Lack of vision.** You need a well-defined vision for developing your employees. Without a clear goal, you cannot guide them toward success.
- 3. Unhealthy culture.** Your business culture influences the work atmosphere and defines acceptable norms. A healthy culture includes respect, honor, and encouragement.

- 4. Mistrust.** Foster trusting relationships in your workplace by practicing honest communication and active listening.
- 5. Micromanagement.** Micromanagers closely monitor and control their employees' work. This management style is detrimental to building trust and mutual respect.
- 6. Lack of positive reinforcement.** When offering feedback to employees, be specific about what they did well and how it contributed to the team.

Employee development is a multi-faceted subject that requires your ongoing attention. The Gehman Business Advisors can guide you in developing your employees and future leaders. Contact us today to learn more.

—Ken Nisly

Ken Nisly lives in Due West, South Carolina, and works as a Business Advisor for Gehman Accounting from his home office.



717.351.3266 • gehmanaccounting.com
businessadvisors@gateam.com