



IDENTIFYING YOUR KEY PEOPLE

If you've been in business awhile you may already know exactly who your Key Employees are and how important they are to your Business Succession Plan.

WHO ARE KEY EMPLOYEES?

These are employees who are most valuable to an organization's ongoing success or growth. They're considered critical to the continuation of your business by valuers and potential purchasers. Occasionally a key employee finds him or herself in a position to be able to take on the business when you retire, but an outside buyer will also depend on their loyalty as a predictor of successfully transitioning to ownership.

If you're not sure who they are, we've included a simple evaluation. Turnover is costly at any level, but certainly anyone who scores 5pts and above should be considered for inclusion in a retention strategy.

- 10 PTS:** Individual has unique and specific knowledge of your business along with core competencies that can't be easily trained for or found in the marketplace.
- 8 PTS:** Individual has important skills and knowledge that can be trained for but would be difficult to replace.
- 5 PTS:** Individual is an important resource, but specific job knowledge has been cross-trained with other employees.
- 3 PTS:** Individual is generally competent, but could be replaced relatively easily.
- 1 PT:** Individual has no specific skills and could easily be replaced in the market.

RETENTION STRATEGY

What keeps your Key Employees in their roles?

A 2009 Kinsey study showed that employees placed value on a variety of incentives, so it's not all about the paycheck.

KEY MOTIVATORS FOR RETENTION

- Praise & Recognition
- Promotions
- Opportunities to Expand Responsibilities
- Defined and Achievable Career Path
- Compensation

ONE LAST THOUGHT

Key Employees generally say they feel more satisfied when they're aware of and involved in strategy and critical decisions. Keep them engaged and provide them with a sense of ownership in the business's overall success and they will feel valued and challenged.



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Speak to your Assante advisor about some Key Employee retention strategies to help protect your biggest asset: **your business.**

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ASK FOR MORE.