

THE SATISFACTION GAP

How to Earn and Sustain Loyalty from Your Key People

The secret to earning and sustaining loyalty from your key people may surprise you. It is in making them more attractive to your competition by helping them to become more marketable as professionals. By making them more attractive to your competition you also increase their loyalty.

A recent survey of executives found that there are large differences between satisfaction with the career-enhancing opportunities offered in their current jobs and the importance placed on these same opportunities by the executives.

Here are the top six career-enhancing opportunities that we must provide to our key people:

1. Taking on responsibility.
2. Working on challenging tasks.
3. Developing diverse competencies.
4. Building a professional reputation.
5. Accumulating marketable skills.
6. Expanding their professional network.

If we consistently offer these opportunities, we will earn and sustain loyalty from our key people.

--- Adapted From the Wall Street Journal, October 26, 2009