

A GUIDE ON

# HOW TO CREATE LOYAL EMPLOYEES

SO YOU DO NOT **LO\$E** THE  
**GREAT PEOPLE** THAT KEEP  
YOUR **CUSTOMER\$**  
COMING **BACK**

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# **How to Create Loyal Employees**

**So you do not lose the great  
people that keep your  
customers coming back**

Part 1 - How efficient teamwork leads  
to more money

Part 2 - How to make every employee  
feel equally important

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process

## *How efficient teamwork leads to more money*

You may have heard the saying, “you win in life with people.” When discussing how efficient teamwork leads to more money, it is vital to keep that phrase fresh in your mind.

As we think about the terms “winning,” “win in life,” or even “winning in a business deal,” the actual meaning of “winning” can mean different things to people, depending on what your short and long-term goals are.

Winning can mean getting people to try out a new product or service you have invented; although an Mp3 player already existed, Steve Jobs somehow convinced people to “Try Out” something called an “iPod.” Winning can also mean finding the right person to endorse your business. Phil Knight, the founder of Nike, got the greatest basketball player of all time to wear his shoes and his business “won” in sales because of Michael Jordan's fame. However, the most common way to “win” is to hire the right people who will be loyal to your business and have zero intentions of leaving because you took the time to make them feel like they are part of a team... A Winning Team.

You would not be a business owner if you did not see making money as the number one priority for your organization. Money allows you to create the products and services you can offer people, and you hope to sell enough to make a profit. Instead of blindly spending millions on advertisements and quick marketing campaigns, invest in the people that work for your company because it takes the pressure off of you to spend more on marketing tactics that have no guarantee to bring you customers.

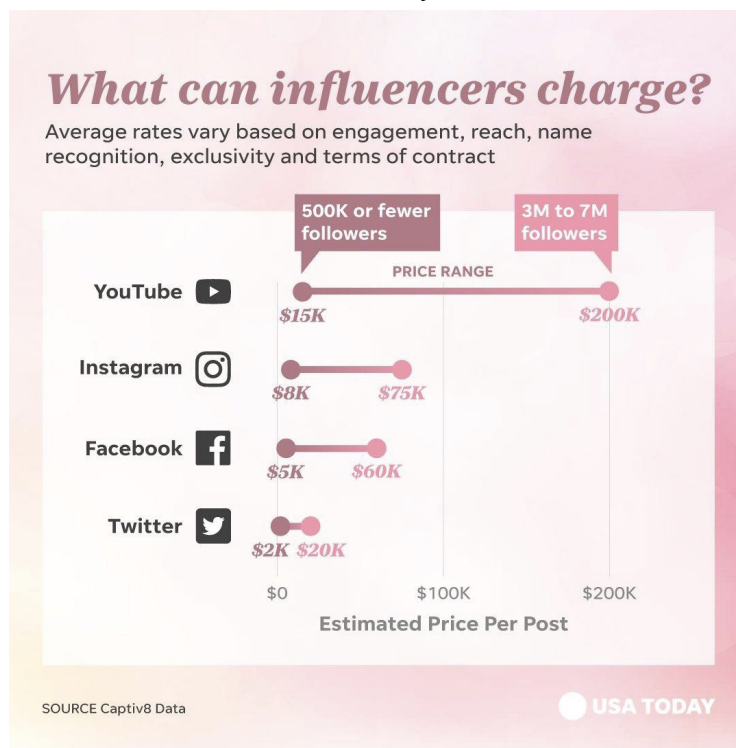
Also, it puts you, as the owner, in control of the next steps in your business; for example, the corporation Blockbuster officially filed bankruptcy in 2010, partially due to the emergence of another video rental company named Redbox. This started as a kiosk where people would need to go physically to pick a movie they wanted to watch that night, then return that movie the following night. NOW, even Redbox had to tweak its business model to allow customers to purchase movies online without needing to leave their homes. This happened because of the emergence of Netflix, YouTube TV, Roku, Hulu, and countless others.

Let's imagine you were the owner of the Blockbuster corporation, and you decided to stop spending money on advertisements because you (as blockbuster) are already known as the premier place to rent videos. You can then use that money to pay the employees to get active in the community by creating customer appreciation events in which employees have a chance to speak to the people that regularly come to the store to rent videos. At that point, the blockbuster employees could have suggested creating a kiosk. Since it is "blockbuster," even if Redbox did have a kiosk, it would not have mattered because Redbox did not have the employees or the infrastructure to spread the word. Also, you could be collecting residual income from all the money people currently spend to buy movies online.



As graphic and troubling as that case study may have been for you to read, it is still not the most important aspect of how efficient teamwork will lead to more money for you. Here is the most important thing... Job Security. As I laid out in that blockbuster example, social media, and the internet has changed everything. Currently, anyone with access to the internet can call themselves an owner or a “C.E.O. & Founder.” Some people live two separate lives; they behave one way in person, and as soon as a camera starts recording, they become somebody else.

*In 2019, USA Today published an article that broke down how much money you can make as a "Social Media Influencer."*



The social media fueled society we have been forced to adapt to creates the challenge for business owners to use social media to endorse their businesses. At the same time, compete with the fact that people can make enough money using social media to keep them from needing a job, which increases the chances of some of your great employees quitting.

### **So. How do you prevent this?**

First, what attracts a person to social media? It is not the money, it is the acceptance. In 2016, UCLA (University of California Los Angeles) published an article by Philosophy professor Stuart Wolpert, who states, "Receiving 'Likes' activates the reward centers in the brain, similar to winning money or eating chocolate." I have also heard people say getting “Likes” on

social media is similar to getting a shot of “dopamine.” That is a feeling of acceptance one would only receive when doing a good job at their place of employment.

Meaning... gone are the days in which a business owner can tell employees, "Good Job," and expect that to be enough to keep them from looking for work elsewhere. To avoid taking the same fall from grace that Blockbuster did when more efficient technology took over the world... Here is what you do.

**You Need to Make EVERYONE Feel  
Important!**

## *How to make employees feel equally important*

Your first priority is to document everything each employee has to live through for them to come to work. When I first moved to Florida, I was homeless. Not the first time; however, I was now homeless in an area where I had no family or friends. I was in Tampa hoping to land a job with a charter school that never made me an actual job offer.

Due to being homeless before, I knew what I needed to do to move forward. First, I needed to find a convenience store and purchase toiletries. I went into Walgreens late one night to buy what I needed, and I told the cashier a little bit about my situation, also mentioning that "I am new to the area, and I got an apartment, but it would not be ready for a month."

The moment I said that to her, she went from being a cashier at Walgreens to becoming a "Life Coach." She recommended places to sleep, where I could get food and all sorts of things. It became obvious through her empathetic response that she had been homeless before. Her final statement to me as I was leaving was, "Do not forget the Dollar Store for your silverware, cookware, shower curtains, etc."

Now, pretend you are the owner of Walgreens and ask yourself... *are there any benefits in place for that employee to tell her story? And the follow-up question would be... do I even know that people who work for my company can help customers in this way?*

If you can answer these two questions, you can avoid losing great people because your employees will feel heard by YOU, the person that can pay them. This reduces the desire to use social media for acceptance or look for employment elsewhere. Furthermore, they desire to stay with the company that makes them feel like they are part of the team.

*Next Point. You never know when you will need someone else to step up.*



<https://highschoolfootballamerica.com/good-counselors-bob-milloy-retires-marylands-time-winningest-football-coach/>

Who you see in the image above is the all-time 'winningest' high school football coach in the state of Maryland. Coach Bob Milloy. I was blessed to play for him for two seasons, and one of those seasons, I was lucky enough to be a team captain. I picked up on the little things he would do to make everyone feel like they were an important part of the team.

Here is an example. It was my Sophomore year, and I was still on JV, which stands for the “Junior Varsity” team. We were having a great year, we went undefeated, yet most of our accomplishments were not being talked about because our varsity team was not only in the middle of an undefeated season but also Ranked # 1 in the area. That discouraged some of the JV players, and word spread about some of us giving up football after the season because the varsity team was too good, and the chances of making the team would be slim.

One day after practice, Coach Milloy took the time to come over to speak to the JV team and congratulate us on a great season, but he also made a point to recognize one of the varsity players. His name was "Stephen Clacherty, “a player that had no chance of being good enough to play football at the next level. However, Coach Milloy went on to say that Stephen made the biggest play of the game that propelled us to get the number one ranking. We were playing our rival, Dematha High School, and we called a fake punt late in the game that sealed the win; Stephen was the one who executed the play. I tell the complete story on my YouTube channel. Here is the link. ( <https://www.youtube.com/watch?v=-UysIQnyBoM> )

The way that applies to you as a business owner is I gave you a tactic to keep people motivated, even when the work they do is not “headline-worthy.” It is your job to build a bridge for them to cross to become fully invested in the company's mission. If they choose to cross that bridge, it is not your responsibility, but **you do need to build it** because the cost of replacing employees can eat away at your profits like a pack of hungry lions that see a fat juicy elephant.

# *The importance of Employee Retention*

In 2012, a running back by the name of “Trent Richardson” was the third overall pick by the Cleveland Browns in the NFL draft. You can look at [WalterFootball.com](http://WalterFootball.com) and [NFL.com](http://NFL.com) to read his scouting report. Multiple *reputable* sources said that “Trent Richardson” was a “can’t-miss prospect” and “he was the best running back to enter the NFL since Adrian Peterson in 2007.”

Fast forward three years, he got traded for the second time to the 'then' Oakland Raiders, which forced the Raiders to pay him \$600,000 to LEAVE! Being such a high draft pick and all the hype surrounding him allowed his agent to drive up the price, which set back three football organizations!

Although that may be an extreme example, this is the same thing that happens whenever a business owner needs to replace an employee. As I am sure you are aware, it is not only the salary you need to pay; you also have the cost of training the employee, the taxes on your business, the rent for your space, and the cost of the products & services that you sell.



Let’s take everything into consideration. Efficient Teamwork allows you to cut costs on marketing and advertising and puts more money in the hands of the people that work for your company, and they will then have a strong incentive to sell your products. Setting up a system to make every employee feel equally important creates opportunities for everyone to make great things happen for your business. When attempting to address all of these challenges, there is no other option. You **MUST** outsource this process.

## *You MUST Outsource this process*

When you decided to own a business, you took on the responsibility to make decisions that would be best for the people that work for you. With the first responsibility being to make sure your business is profitable and making sure your products and services are available for consumers and customers, attempting to create an “**in-house**” personal/professional development system is a lazy attempt to keep employees from leaving and finding employment elsewhere.

The only real solution is to hire a professional to take an objective look at your business and create a system that will make an entry-level employee feel as valuable as an employee that has been there for over a decade and is expected to become the next C.E.O.

Here is another example; currently, a gentleman by the name of “Jeff Bezos” sits at the number one spot on the Forbes 400 list. In case you didn't know, he founded the e-commerce giant, Amazon.com. What could be new information to you is that he quit his job in 1994 and moved to Seattle to attract people with untapped talent in the same area where Microsoft has its headquarters. I will repeat. You win in Life with People. Do the right thing for your people and get them the Personal and Professional development that not only they deserve, but you deserve as well.

If you decide not to outsource a personal and professional development system for your company, then it is inevitable. The internet, social media, and the continuous advancement of technology will cause you to lose the great people that can take your company to places you cannot go on your own.

**“If You do not change with the  
times, the Times will Change  
You!!!”**

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