



Develop the right kind of work environment and organizational culture. Create a culture that rewards performance, creativity and initiative. Most importantly, create opportunities for employees to advance and to be given more challenging responsibilities will make all the difference when it comes to retaining your high performers.

However, this is not a one-way street. Managers must also enable employees to achieve balance in their lives and provide them with the opportunity to take time off whenever they can to balance long hours worked at other times. You can't tell people to work hard--that just breeds resentment. But what you can instill in them is the notion that their contribution is invaluable and necessary--no matter what their role.

## Here's how to create that culture:

- Make everyone accountable--and responsible for the success of each project. There's no "passing the buck" and every team member's ideas and input should be welcome.
- Give recognition to every role in the company, not just those whose achievements are immediately quantifiable.
- Encourage teams to help each other. As a result, they share best practices and success stories, and "turf wars" are avoided.
- Design a physical environment that keeps people together. Have more meeting rooms than closed offices. Used properly, space encourages teamwork.



You can have all the communications you want, but unless you have the best people in your organization the communication will not be effective. By "best" I mean people who listen well ... people who have a natural curiosity ... and people who become energized by designing creative solutions for our clients.

Create a framework for an all employee incentive and recognition programs is also important. An internal umbrella program that combines both team-based and individual awards. This is to motivate and reward excellence, innovation, significant stories, teamwork, leadership, care giving, and of course living your values. These awards are all focused on encouraging the right behaviors in the organization--behaviors that enable you to achieve your corporate goals. But it's also about encouraging and enabling employees to achieve new heights, as well as making them feel valued so that they continue to add value to your organization.

## Thank You

Thank you for reading our newsletters. It has been a privilege to provide them to you and I sincerely appreciate your feedback.

I will continue to post on LinkedIn, Facebook and Twitter. You can find me on LinkedIn here: [Find Me On LinkedIn Here](#); Facebook: [Facebook for The Blake Group Here](#); Twitter: [Twitter for The Blake Group](#); and of course The Blake Group: [www.blake-group.com](http://www.blake-group.com).

*All the best to you all,*

*Orlando E. Blake, PhD CPT*