



CAPRICORN

...it's just easier!™

- Jeff Smit gives some great video tips to help motivate staff and keep them focused

Staff motivation – it's not rocket science!

There are many advantages for an aftermarket automotive workshop in retaining good technicians on staff. The most obvious is the cost advantage.

These days, it costs a great deal more than a classified ad in the local newspaper to find and engage good technicians or mechanics. The time and money involved in recruiting and signing-up staff can be forbidding.

Technician retention is the main measure of a workshop's health.

There's another complication – one size does not fit all. Time needs to be devoted to discovering what sort of motivation will help employees thrive and become better technicians as well as long term team members.

Empower and enable

For technicians to really blossom, a sense of personal ownership of their work is essential. Spell out the workshop's mission clearly, and make sure that new staff are fully aware of what you expect of them. Where possible, involve them in decisions that affect their work and the overall direction of the business.

Listening to your technicians is a great way to make them feel valued and you may even discover some great new business ideas. Providing opportunities for technicians to share their knowledge via training sessions, presentations or mentoring other staff can empower them while also passing on valuable knowledge to the business.

Reward and recognise

Frequently recognising and rewarding accomplishments is one of the most powerful staff retention strategies.

Compensating employees for their hard work doesn't always need to involve money, although a competitive salary package is crucial. Providing small perks can help to recognise and celebrate success. Free fruit and snacks, or maybe a free Friday lunch may seem insignificant to some people, but these can be small but memorable gestures to help employees feel appreciated.

Taking the time to say a genuine 'thank you' is also an easy and effective way to make your technicians feel valued and appreciated.

Challenge and develop

Opportunities for growth and job advancement are the key to retaining top technicians. Promote from within wherever possible and make sure there is a clear path of advancement. Technicians will become frustrated and may stop trying if they see no clear future for themselves in the business.

The best technicians tend to be life-long learners, so foster their development by providing ongoing training to keep their skills up to date and advance them to their next level.

Challenge staff with new responsibilities and allow them to take charge of certain jobs where they can be stimulated, acquire new skills and gain valuable experience.

Lead and support

The quality of an employee's relationship with their boss or manager and co-workers is a critical factor in their overall satisfaction at work.

Workshop managers therefore have a responsibility to the business to create open channels of communication, provide frequent feedback on performance and manage workloads so that goals are achievable.

They also must spend one-on-one time discussing individual progress.

There's no hard and fast rule to foster motivating work environments or nurture and celebrate organisational traditions.

It could be as simple as a day at the go-cart track or a family night at a restaurant. These are socialising opportunities that can easily add an element of fun to work. And there's no better medicine for a cohesive and motivated workforce than having fun.

ENDS

The place to start is www.tatbiz.net.au/capricorn

Just go for it!