

TRAINING TIP – STAFF OWNERSHIP

I have spoken before about the principle of teaching ownership to your employees. Granted you may not have too many employees that have a financial stake in your business, but they do have a “Principle” or “Emotional” ownership in your store. Or they should have.

As a police officer for 12 years, I certainly saw the marked difference in a property that was maintained and well kept by an owner who cared about his building. If some local hooligans were out and about in an industrial or commercial development and threw a rock through a window, a caring (and disappointed) owner would usually have the glass cleaned up and replaced before business commenced the next day.

Then you have the vacant premises with no tenant and an absentee owner, who under the same circumstances would let one broken window go for days. You can imagine the impending result. It would not be long that the hooligans would return and smash every one of the remaining windows. It’s an extreme example, however the truth is, ownership and pride in a business will ensure that proper (and timely) care is taken and that is obvious to your customers.

Who paints a rented house or spends hundreds of dollars beautifying a garden there that will have no future financial value to them.

So, teaching ownership principles to your staff members is extremely valuable to you. Having your staff feel they have ownership will mean they are more concerned about the presentation of the store, the efficiency of customer service and the quality of your product. It also converts to financial gain for them.

Your store becomes successful which in turn breeds more locations and the need for management opportunities and higher income. So in closing, spend some time with them and have them understand and feel that they principally have a form of ownership in your business. Those who “get it” will respond accordingly. Those who don’t will continue to “rent” their time at your store.