

Invest in Your Ambassadors

Almost every employee survey I do for organizations, employees respond with the request for more training. They want their organizations to invest in them. As Zig Ziglar once said, "The only thing worse than training an employee and losing them, is to not train them and to keep them." The message to employees about training is, "My organization is willing to invest in my future." That is really an important thing for employees if you want them to stick around and be committed to your organization for the long-term. I think it is funny because I have leaders in organizations who say they don't want to invest money in training because their employee turnover is so high they think it would be a waste of money. Are you kidding me? That's probably *why* they have the high employee turnover! If leaders are not willing to invest in their people, those employees are not going to stick around.

I find it odd that in many industries and organizations, the employees who are on the front line are paid the least and are also the least trained. If you look at retail sales clerks, tellers, cashiers, call center agents, and many other positions, you'll realize that the remuneration is less than that of other employees. They are given the least amount of training, however, they are considered to be their company's number one ambassadors. In many organizations, these people represent 95 percent of the customers' interactions. I think that's really sad. I believe we need to invest more in our ambassadors.