
4 Steps to Attracting & Retaining Talent in Your Business



Are you finding and keeping the right staff – employees who are as dedicated to seeing your business grow as you are?

It's sometimes difficult for SMEs to recruit and retain staff when they have to compete with larger organisations able to offer higher wages and more incentives. Traditionally these larger firms have been able to take their pick by offering competitive salaries and exciting benefits to woo the best talent.

But there are alternatives to help SMEs compete for these candidates. Adopting a coaching culture from the top down helps all employees unlock their potential to maximise their own performance, it “helps them to learn” rather than teaches them.

Offering employees mentorship opportunities, personal coaching and skills workshops which develop their professional abilities and provide them with the skills they need to rise through the ranks within your business can mean your business can fight with the big corporate companies to employ quality staff.

In a study from the Chartered Institute of Personnel and Development (CIPD) one company is quoted as seeing sickness and absence dropping down from 7% to an average 2.4% after the firm employed a professional business coach to work with their employees.

Here is our easy four step guide on how coaching can enable you to attract and retain talent in your team.



01

Understanding Coaching

Coaching is a practical leadership and management discipline that allows you to unleash the potential of your workforce – and it's one that more and more employers are tapping into. Research by the Institute of Leadership & Management, discovered that:

- 90% of organisations with more than 2,000 employees use business coaching
- 95% say that coaching has delivered tangible benefits to their business

The survey - of learning and development managers and decision makers at 250 large organisations - revealed a number of other important findings, including the view that coaching brought a broad range of specific benefits:

1. Improvements in communication and interpersonal skills
2. Better leadership and management
3. Conflict resolution skills
4. Boosts personal confidence
5. Improves attitudes and motivation
6. Increases management performance
7. Helps prepare for a new role or promotion.



02

What Does Good Coaching Look Like?

Great coaching sessions are first and foremost built on strong relationships forged between a coach and the person they're coaching.

Coaching uses one-to-one conversations and guided questioning to unlock a coachee's inner potential. It helps managers deal with change and find solutions to business problems using their own resources.

The coach is a catalyst for change, questioning rather than telling - all the change is driven from within the employee being coached. Coaching empowers your employees by giving them the skills necessary to unlock their own potential.

03

Business Benefits of Coaching

Coaching will benefit your business. Working with the executive team, coaches help develop strategies which directly relate to your company. These can include:

- Management and support systems – creating good business practice to improve communication between managers and employees
- Strategic action plans – determining the correct business methodology for long term success and putting processes in place to ensure they are achieved
- CEO and board coaching – making sure the management team have the necessary leadership skills and tools to pass on to the workforce in an effective and proven way
- Improved motivation – giving employees the right training to allow them to develop their own personal skills and feel valued.

04

Building a Coaching Culture

Many organisations still view coaching as a tool to correct poor performance as opposed to one for building a high performance culture but things are slowly changing.

Instilling a coaching culture in an organisation is a challenge. However, with the right preparation, equipping managers with coaching skills and building a coaching capacity in the business can prove very rewarding.

Sales Improvement Services offers a free consultation to businesses looking to improve their professional development programme and attract and retain talent to their business.

Contact us today on 07970 190802 to discuss how coaching can support your business.

Call us now
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