



TIP OF THE WEEK

January 16, 2007

James Heskett and the folks at Harvard have found a clear connection between improving employee satisfaction and improving revenue and profitability. For instance, at Sears, the research showed that in a fifteen-month period, a 5-unit increase in employee satisfaction yielded a 1.3 increase in customer satisfaction and one-half percent increase in revenue. The best way to make customers happy is to make our employees happy. To measure employee satisfaction, we often use the questions from Buckingham and Coffman's "First Break All the Rules." After tens of thousands of interviews, they distilled the essence of employee satisfaction down to twelve simple questions.

Your own survey can be web-based to make it easy and fast for everyone to participate. Next week we'll talk about a few of the questions.

Good luck. Work **ON** your business. Stay in touch.

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