



FACTORS TO ENSURE SUCCESSFUL STAFF MANAGEMENT

People, products and profits: the three Ps that constitute business success, with people at the forefront. Creating a profitable franchise business means ensuring that your employees are satisfied so that they can become ambassadors of your business.

Valued and happy employees remain loyal and build the trust needed for franchise owners to focus on driving the business forward.

One of the top reasons franchise businesses fail is due to inexperienced and incompetent staff, made through poor hiring decisions. According to the Chartered Institute of Personnel and Development, the cost of hiring the wrong employee can be between four and six times the employee's salary, a mistake that franchise owners cannot afford to make.

HIRING THE RIGHT STAFF

Investing in your business involves hiring the right employees that will help the business thrive. A good staff complement is made up of people who are skilled, enthusiastic and flexible, and are eager to help build and grow the business.

To make the right choices a franchisee should:

1

Plan a hiring strategy, taking into account any assistance the

franchisor is willing to provide.

2

Consider the culture of the business and its unique value

proposition.

3

Find the right candidates through reputable channels or recruitment agencies.

4

Have a concise list of interview questions covering the candidate's skills and long-term goals

WHAT MAKES A GREAT WORKING ENVIRONMENT?

Happy employees take care of their customers. Happy customers then refer new customers, who in turn contribute to the profitable growth of a franchise business.

A great working environment is one in which the owner:



sets clear goals and expectations of staff;



focuses on achieving a common vision with staff;



provides on-going training and support for staff;



rewards staff and values their accomplishments; and

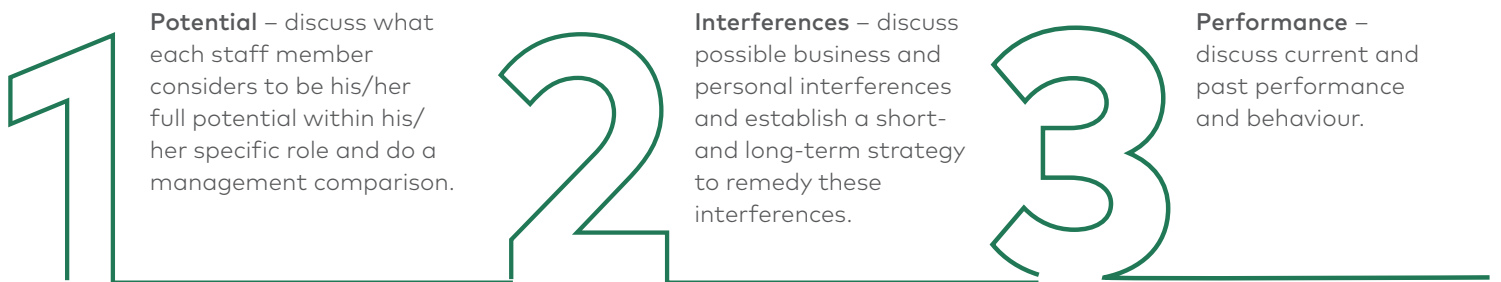


is consistent in his/her behaviour and treatment.

SUCCESS THROUGH THE PIP FORMULA

Franchisees have a responsibility to extract the full potential of their people. This means removing interferences with work production, which includes any hurdles, difficulties and challenges the staff face. Managers can effectively investigate what interferences hinder staff performance by using the PIP formula:

POTENTIAL – INTERFERENCES = PERFORMANCE



A respectful atmosphere results in more engaged employees who are willing to build and nurture a long-term relationship with the franchisee.

SERVICE

Support, Encourage, Respect, Validate, Inspire, Cultivate, Engage.

References:

- 1 <http://www.opportunityonline.co.za/articles/the-importance-of-staff-in-franchising-8013.html>
- 2 <https://www.xero.com/za/resources/small-business-guides/business-management/hire-employees/>
- 3 <https://www.entrepreneur.com/article/290726>
- 4 <https://whichfranchise.co.za/franchisees-know-manage-staff/>

GET IN TOUCH

To find out more about Nedbank's Specialist Franchise Unit contact the local franchising manager or send an email to franchising@nedbank.co.za.



see money differently

NEDBANK

Nedbank Ltd Reg No 1951/000009/06. Authorised financial services and registered credit provider (NCRCP16).