Case 1:

Low morale and high staff turnover:
One of our clients had the challenge of low morale and high staff turnover (25%) within their operations which shifted the management’s concentration into resolving these issues rather than concentrating on the core business activities. Our findings were as follows:

Low morale, excitement and productivity, as a result of:
- No incentive programs and bonus systems tied to performance. Increments limited to 30% of employees.
- Lack of mutual trust between management and current staff; management doesn’t believe in current capabilities and employees disbelieve in future success.
- No clear personal and technical development plans.
- Lack of honest communication between management & staff. Lack of empowerment of middle management.

Working closely with Senior and Middle Management, Reform & Whaley set and implemented a clear recovery plan as follows:
- Improve employees’ motivation in the workplace & empowerment:
- Develop monetary rewards tied to job performance.
- Revisit the remuneration packages structure for employees.
- Benchmark the employees’ remuneration package against those being paid by competitors.
- Estimate & understand the employees’ turnover costs to the company.
- Identify roles, responsibilities, authority and reporting relationships.
- Empower middle management.
- Conduct regular meetings to improve company communication.

This resulted in decreasing staff turnover to 4%, and 36% higher productivity and efficiency.