

**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.