

# Non-Financial Incentives

Ellen Brittan/ Co-Owner/ Brittan Vineyards



# Why is this important?

Employee retention is one of the most important—and most overlooked—facets of running a successful company.

Research consistently finds that retaining top talent is essential for maintaining institutional knowledge, high morale, satisfied customers, and sales growth.



# Frequent employee complaints

- Lack of clarity of expectations
- Lack of clarity about earning potential
- Lack of feedback about performance
- Failure to hold scheduled meetings
- Failure to provide a framework within which employee perceives they can succeed



# Non-Financial Incentives

- Recognition for accomplishments
- Flexible Scheduling
- Safe and comfortable environment
- Reasonable work load
- Job cross training



# Non-Financial Incentives

- Quarterly reviews
- Solicit ideas and feedback
- Community Service time
- Special Project opportunities
- Career Counseling/ Mentoring



# Non-Cash Incentives

- Wine club membership
- Annual wine allocation
- Comparative/ competitive tastings
- Use of winery facilities for personal events



# Financial, But Cost Can Be Shared

- Educational Opportunities
- Professional development
- Dues for industry-related organizations (ASEV)
- Subscriptions to industry-related publications



# Non-Financial Incentives

## *Bonus Tip:*

*Instead of “exit” interviews, conduct “stay” interviews to find out why employees choose to stay. Soliciting your team for insights into what compels them to remain at the company is invaluable for identifying the policies that are truly contributing to your employee retention strategy and for learning if there’s any room for improvement.*





# IN CONCLUSION

Here's what employee retention really boils down to:

*Do you treat your employees with integrity, as if they are human beings with their own needs, personal lives, and goals who are inherently worthy of respect?*

*If the policies and practices of your company all align with that question with a resounding “yes,” then you’re well on your way to retaining satisfied team members for life.*

