

**Fiche 2. How to retain good employees, video (1.39) :**

<http://www.youtube.com/watch?v=xOjstxxLSHM>

**Fill in the gaps :**

0.00< Any (1)..... and profitable business know how to retain good employees.

My name is Gloria Campbell, I am with Advantage (2)..... Systems, and I want to tell **you** how to retain good employees.

0.15< One of the first things that I want to (3)..... you know, it's not all about the money. (4)..... continually shows that employees do not stay with companies because (5)..... money.

0.23< What they do is they stay with companies that (6)..... what they do, and value them (7)..... a person.

0.30< The things that you can do to retain (7)..... employees are very, very (8).....

0.35< Develop a certificate or (8)..... program. It could be that they get time (9)....., if they do a great job, it could be that they get a certificate once a (10).....

0.45< It could be that they get a (11)..... card to a particular company for dinner, or to buy something special for their family.

0.55< That's why motivation companies and marketing companies are really, really big. Because it's the little things that will motivate an employee to stay there.

1.03< Value that employee, have a (12)..... box, listen to their suggestions and (13)..... them.

1.11< Remember that employees are not (13)..... for strictly the money. They are, they stay with companies that value their opinion, that will (14)..... reward them in small intangible ways and they will leave, if they are not getting that from your company.

1.26< My name is Gloria Campbell, and I am with Advantage Training Systems in St Petersburg, Florida.

1.32< The best way to add to your (14)..... line is to retain those great employees.