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Employees Are Your Most Valuable Assets

In a [recent article](#), Brigette Hyacinth, an organizational leadership author, talks about the importance of viewing employees as assets. She stresses many companies focus too much on the bottom line without regard for the people who are the backbone of the company. Loyal employees are hard to come by and therefore are a valuable asset, one that another company wouldn't mind taking off your hands. Hyacinth encourages leaders to consider these things in order to retain their company's most valuable assets:

- Raises for loyal employees are investments
- When one trusted employee leaves, it gets others, including customers, thinking too
- Granting extra PTO costs less than trying to fill an empty position
- Employees are your competitive advantage as brand ambassadors, knowledge holders and customer/client contacts
- A lack of autonomy and flexibility leads employees to feel devalued
- Happy, satisfied employees will go the extra mile for their company

Action Step:

“Train people well enough so they can leave, but treat them well enough so they don't want to.” –Richard Branson

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