

Owner to Owner Podcast Notes



Valuing your employees

Episode #10

Summary:

Felicia Harris, Principal Owner of EverythingHR and EverythingHR Financial Services, interviews Christina Concord of Antina Promotions. Concord discusses how her organization focuses on engaging clients and elevating brands, especially within the internal marketing side of the business. The two talk about how to help organizations retain, appreciate and reward their employees through the use of incentive programs and promotions that increase employee productivity.

Show Notes:

- Introduction of Christina Concord
- Employees are the “first customer” of a company.
- Employees have better productivity when they are appreciated and happy
- Employee culture is important
- Why onboarding is important
- Proper onboarding makes new employees feel more welcome
- Acknowledge a new employee’s family as well
- How to be prepared for your new employee
- Employers should also appreciate their current employees
- Recognition programs are very valuable
- Start with an organizational assessment about the culture and feel of your company
- Wellness programs as a helpful tool to reward employees
- Retaining employees with programs is very cost-effective
- How to keep high engagement
- Culture and branding are both integral
- Promotions work within a budget and focus on a company’s specific audience
- Employee appreciation should be an ongoing initiative

3 Key Points:

1. Employee appreciation is hugely important because employees are far more productive when they are happy and appreciated.
2. Employers should recognize new and current employees.
3. Employers can start with an organizational assessment and build employee recognition programs from there.

Tweetable Quotes:

- “We help you design different programs that can recognize your employees and appreciate them.” - Concord

- “I think incentive programs for companies are good because those promote team-building.” - Concord
- “Your happy employee staying with you is actually a lot more cost-effective than having to hire a new employee from down the line.” - Concord

Resources Mentioned

support@everythinghrfs.net

Christina Concord

(248) 254-3845

www.antinapromo.com

Podcast

<http://elshaddaiconsulting.net/everythinghr-owner-to-owner-podcast.html>

Follow Our CEO Felicia G. Harris



Follow Our Company Pages



EverythingHR CEO

Felicia Harris

2019 Winner



CRAIN'S 2019
NOTABLE
WOMEN
IN HR

EVERYTHING BUSINESS
Corp!

2019 WINNER

MOST VALUABLE ENTREPRENEUR



EVERYTHING BUSINESS
Corp!

2018 WINNER

SALUTE TO DIVERSITY