

What do your employees say behind your back?

February 4, 2007

Veracorp LLC

Over the years I have been engaged or have heard conversations related to the workplace. Far too often the discussions have revolved around the displeasure a person has working for a company. My boss is a dope, he's an empty suit, he cares only about himself. I don't get paid enough. Nobody recognizes me for my talents. I can't stand it here. I'd leave in a heartbeat if I could find a better job. The list drones on and on.

My observations have been corroborated in a new book by Bruce Katcher entitled *30 Reasons Employees Hate Their Managers*. Each chapter examines typical complaints, the reasoning behind them and remedies to correct them. It's a great read, very insightful and supports my thesis that negativity disseminated by employees is contagious and once the word is out it is very hard to reverse it. Additionally the consequences it exerts on a company can be disastrous.

There are hundreds, perhaps thousands, of consultants and consultant management firms that provide helpful remedies for improving productivity, cash flow, employee retention, loyalty and the bottom lines of companies; many of them have excellent track records. However, most of them do not address how to reverse the negativity expressed by employees because they miss the critical detail that pervades every company that ever existed: there must be truth and trust between the owner and the employees. I selected the name Veracorp for my company because it is derived from the Latin word "veritas", which means truth (Veritas was already taken as a corporate name), and I wanted to lay the foundation of my business on truth. Businesses that are denigrated by their employees, very simply stated, lack truth and trust between the owner and the employees. No matter how much money is spent, how many consultants are hired, how many "incentive" programs are initiated and how much the bottom line improves, if the company is not built on truth and trust it will not have lasting endurance.

My company helps businesses build trust by letting employees create their own action plans that connect them to the mission of the business. This leads to intensification of their passions and enables them to adopt the characteristics of ownership. When these plans are truthfully championed

by the owner, trust is built and the employees become loyal to the owner and the business and act as true ambassadors for the company. When they speak behind an owner's back they speak with adulation.

Do your employees speak this way about you? If not they don't feel you are being truthful, they cannot trust you and they will speak in condescending tones behind your back. I can help develop trust between you and your employees so that when your loyal employees talk behind your back they will say great things about you and your company. Imagine the positive financial impact on your business when your employees tell their friends and family that your company is the best for whom they have worked. Priceless.