

TIMELESS TRUTHS



**33 Guiding Principles
to Create and Sustain
an Invincible Workforce
in a Post-COVID World**

Eric Chester

Although the world will never be the same after the coronavirus pandemic, the war between organizations for great employees will soon rage on. Knowing that workplace culture is the most effective weapon in this war, acclaimed workforce researcher, author, and keynote speaker Eric Chester shares 33 of his top guiding principles to help you gear up for the challenge ahead.





**When you get culture right,
everything else falls in place...**

Applications pour in.

Productivity goes up.

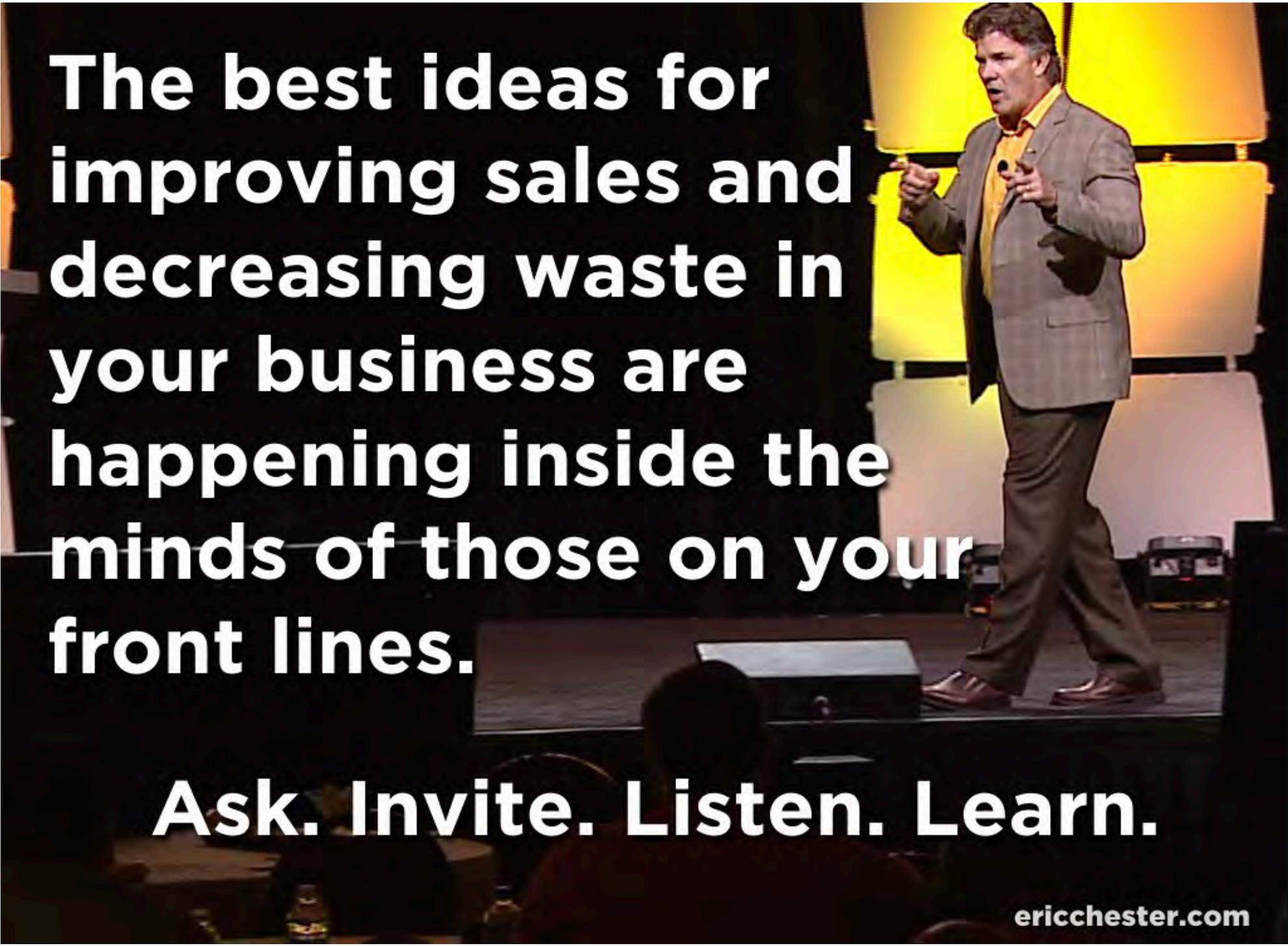
Turnover goes down.

Customer service improves.

Sales increase as waste decreases.

And profits soar.

ericchester.com

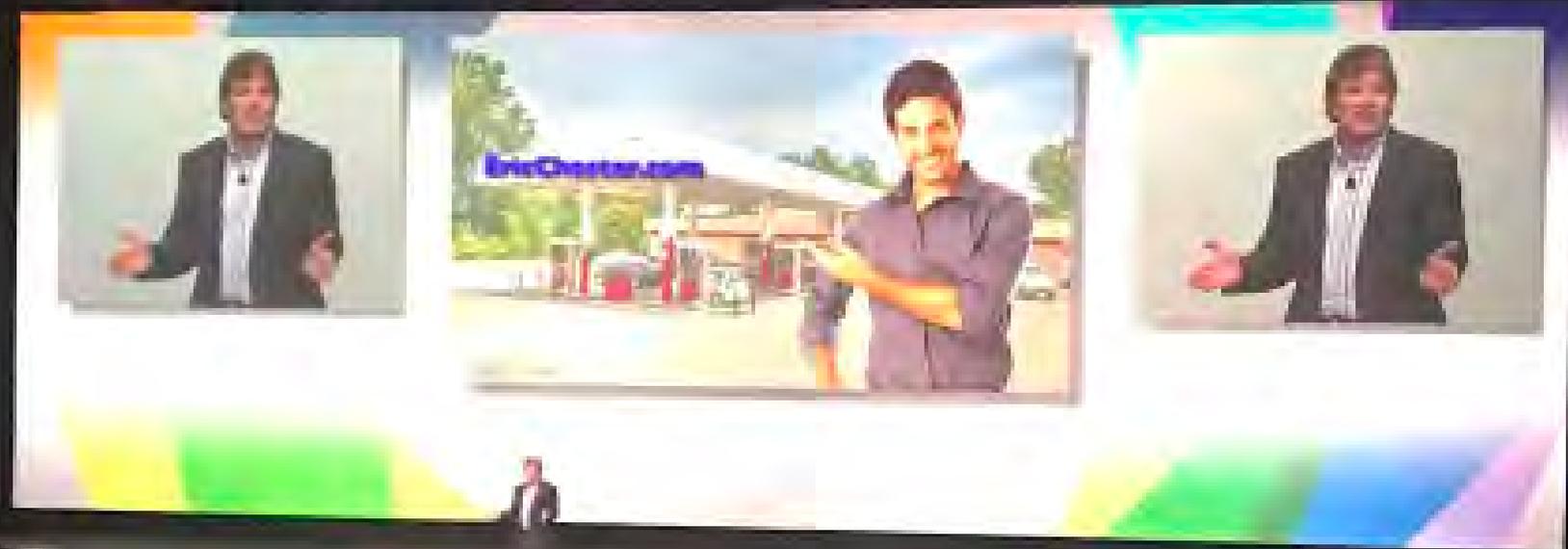
A man in a grey suit and yellow shirt is speaking on a stage. He is gesturing with his hands. The background is yellow and white. The text is overlaid on the left side of the image.

**The best ideas for
improving sales and
decreasing waste in
your business are
happening inside the
minds of those on your
front lines.**

Ask. Invite. Listen. Learn.

To motivate your people, begin by removing all those things that 'demotivate' them.

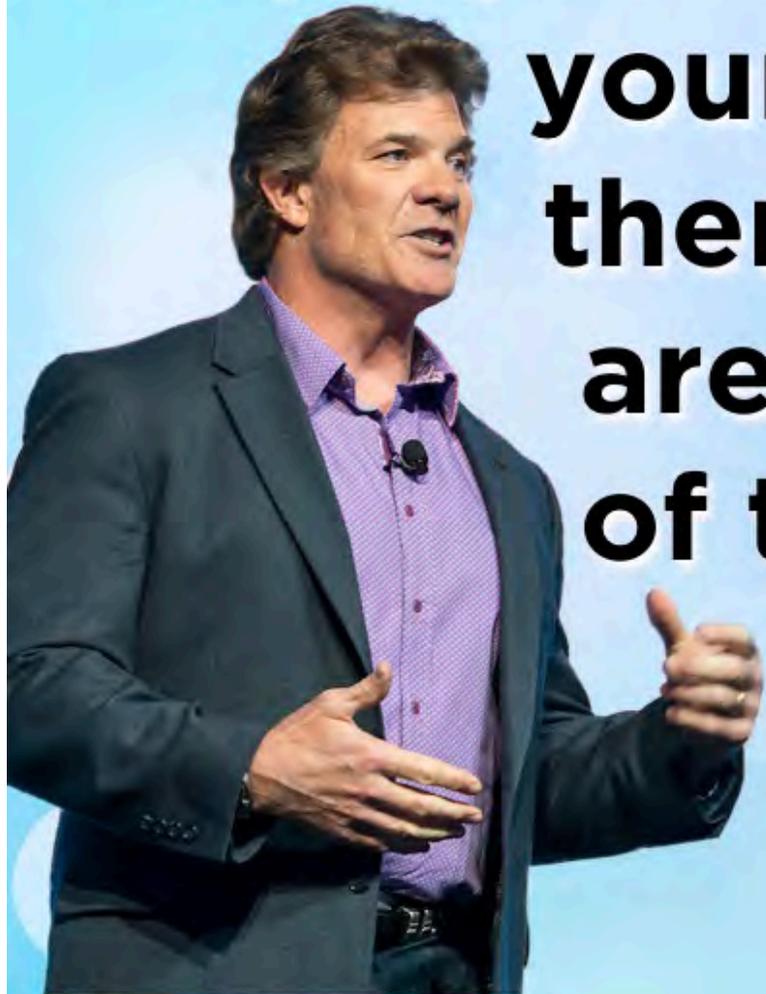
Like stupid signs, outdated policies, and rules that erode trust and hamper creativity...



Your new workforce has grown up receiving continual feedback in each and every task they take on. They're not going to patiently wait for an annual performance review to find out how they're doing at work.

@eric_chester

If your front line employees cannot recite the core values displayed on the plaque in your corporate office, then your core values aren't worth the cost of the nail that plaque is hanging on.

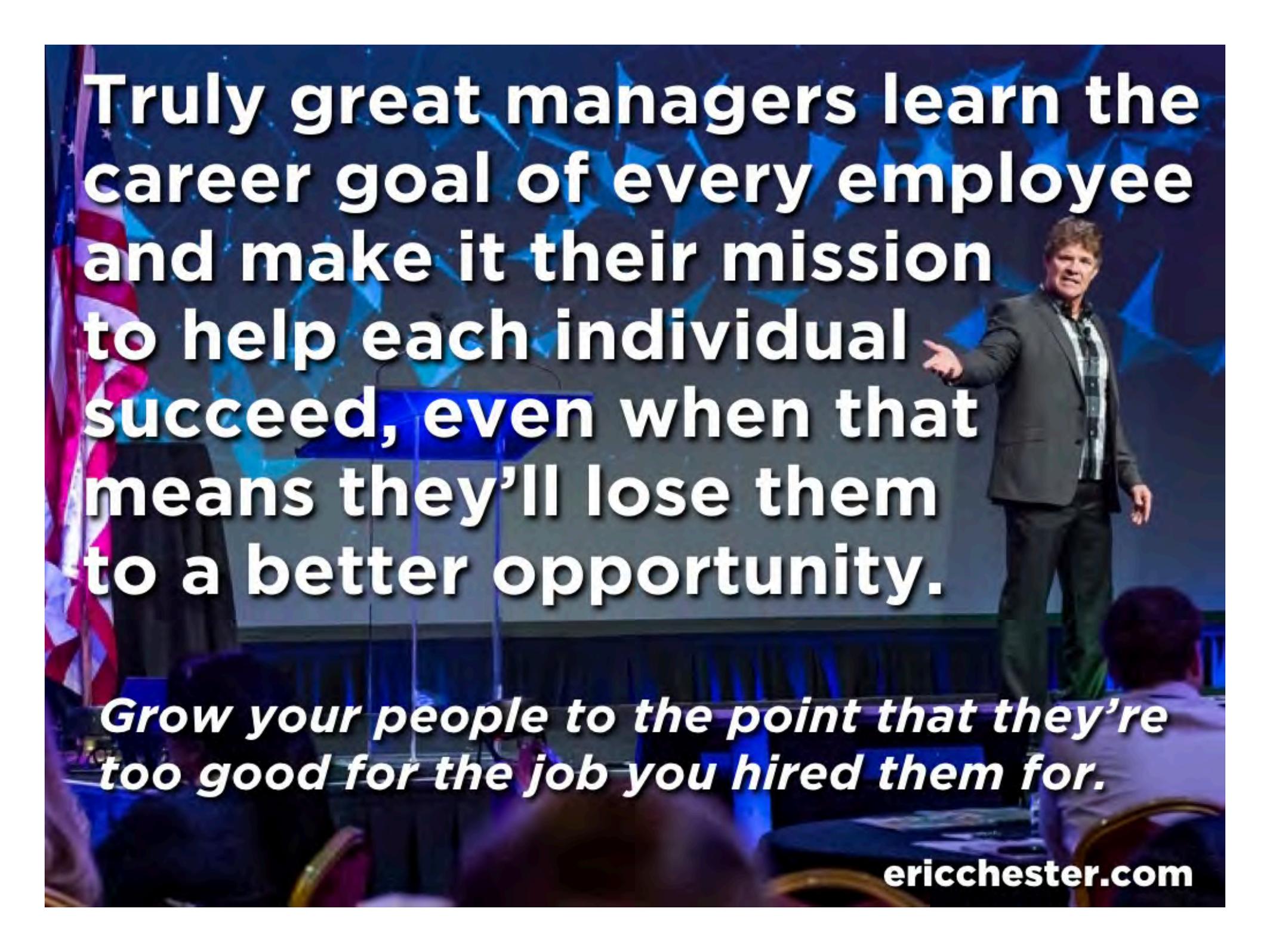


Wanna attract better workers?



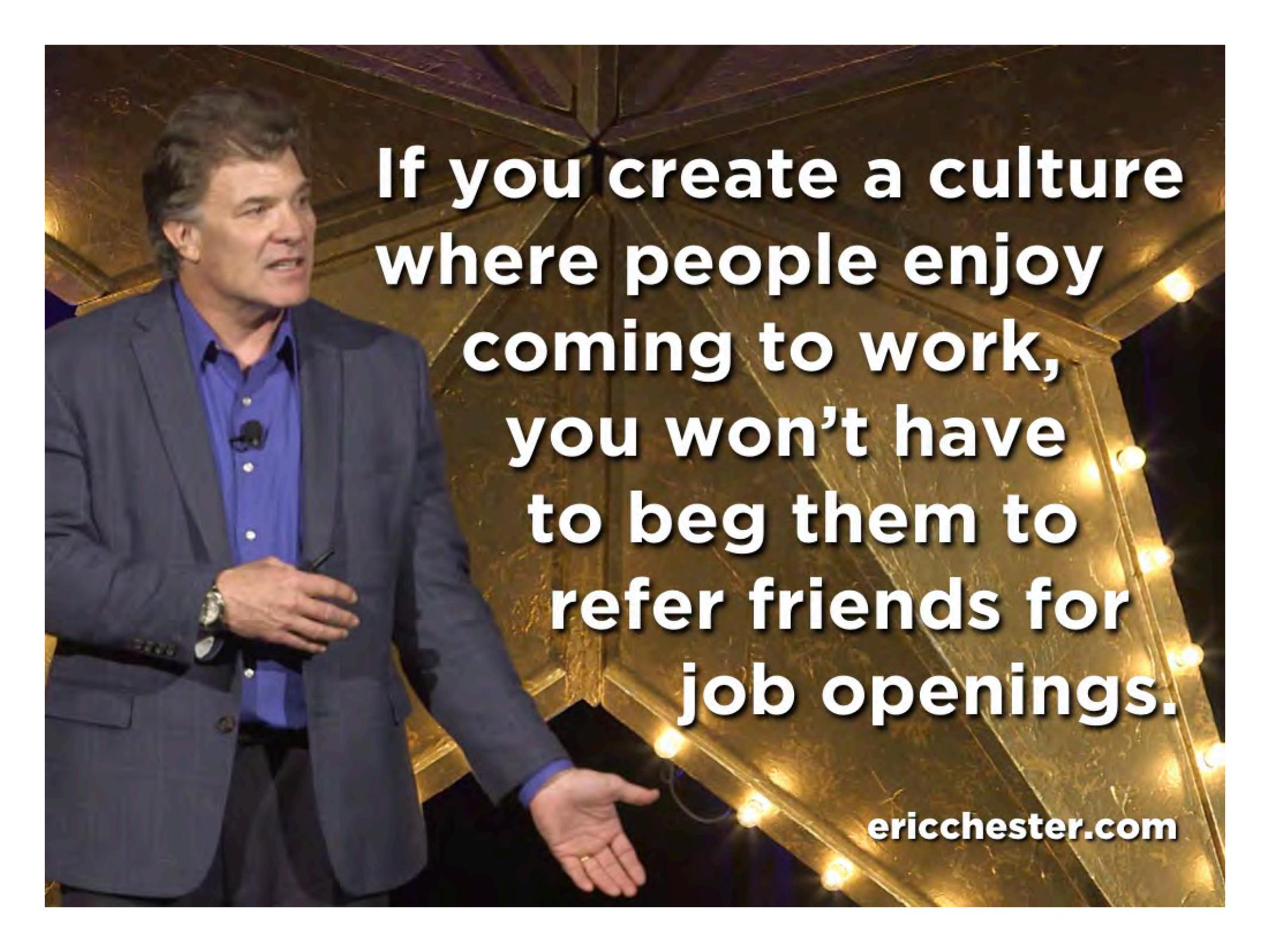
**Start by being a
better place to work.**

ericchester.com

A man in a dark suit and plaid shirt is standing on a stage, gesturing with his right hand towards the audience. Behind him is a large screen displaying a blue background with white starburst patterns. To the left of the screen, an American flag is partially visible. The overall scene is a professional presentation or conference.

Truly great managers learn the career goal of every employee and make it their mission to help each individual succeed, even when that means they'll lose them to a better opportunity.

Grow your people to the point that they're too good for the job you hired them for.

A man with dark hair, wearing a blue blazer over a blue button-down shirt, is speaking on a stage. He is gesturing with his hands. The background is a gold-colored wall with a geometric pattern and a string of warm white lights along the bottom edge.

**If you create a culture
where people enjoy
coming to work,
you won't have
to beg them to
refer friends for
job openings.**

ericchester.com

A man with brown hair, wearing a grey suit jacket over a light-colored shirt and a dark tie, is shown from the waist up on the left side of the image. He is looking towards the right and has his hands open in a gesturing motion. The background is a vibrant blue and purple gradient with a large, stylized arrow pointing to the right. The text is overlaid on the right side of the image.

**Employee engagement
is a verb; a relentless
quest to improve your
culture. It's not some
destination you reach
and shout, "*Mission
accomplished!*"**

ericchester.com

A man with dark hair, wearing a dark suit jacket over a light-colored patterned shirt, is shown from the chest up. He is gesturing with both hands, palms facing outwards, as if speaking or presenting. The background is a solid light blue color.

If you invest as much time in creating a great workplace culture as you invest in marketing, your quality and service will soar and you won't have to market as much to attract customers.

Thanking all of your employees as a group is a nice gesture, but it does little to inspire anyone.

That requires honest, heartfelt, one-to-one acknowledgement.



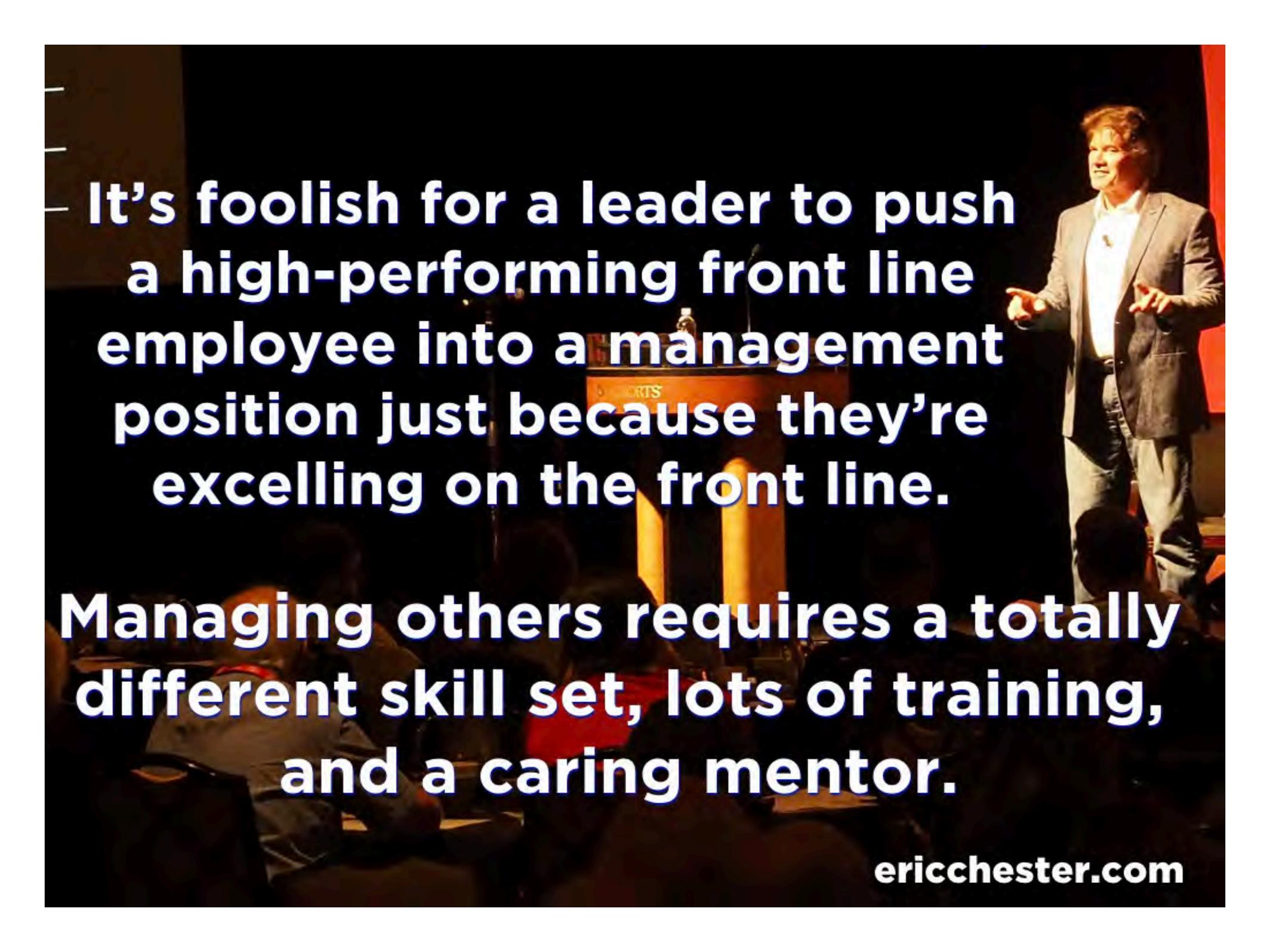
The greater the distance between positive behavior and its reward, the less likely it is to be repeated.



The greater the distance between a negative behavior and its consequence, the more likely it is to repeat.

If it surprises you when an employee leaves for another job, by all means, take it personally.

Then make it your mission to always know how each employee feels about their job, and what they need to remain *ON FIRE* for your organization.

A man with light brown hair, wearing a grey blazer over a white shirt and blue jeans, stands on a stage. He is gesturing with his hands as if speaking. Behind him is a wooden podium with a microphone and a water bottle. The podium has the word "SPORTS" visible on it. The background is dark with some stage lighting. The overall scene is a professional presentation or lecture.

It's foolish for a leader to push a high-performing front line employee into a management position just because they're excelling on the front line.

Managing others requires a totally different skill set, lots of training, and a caring mentor.

If you want to increase the quality and quantity of your job applicants, develop a reputation for training your people so well that that they're in high demand by everyone else.



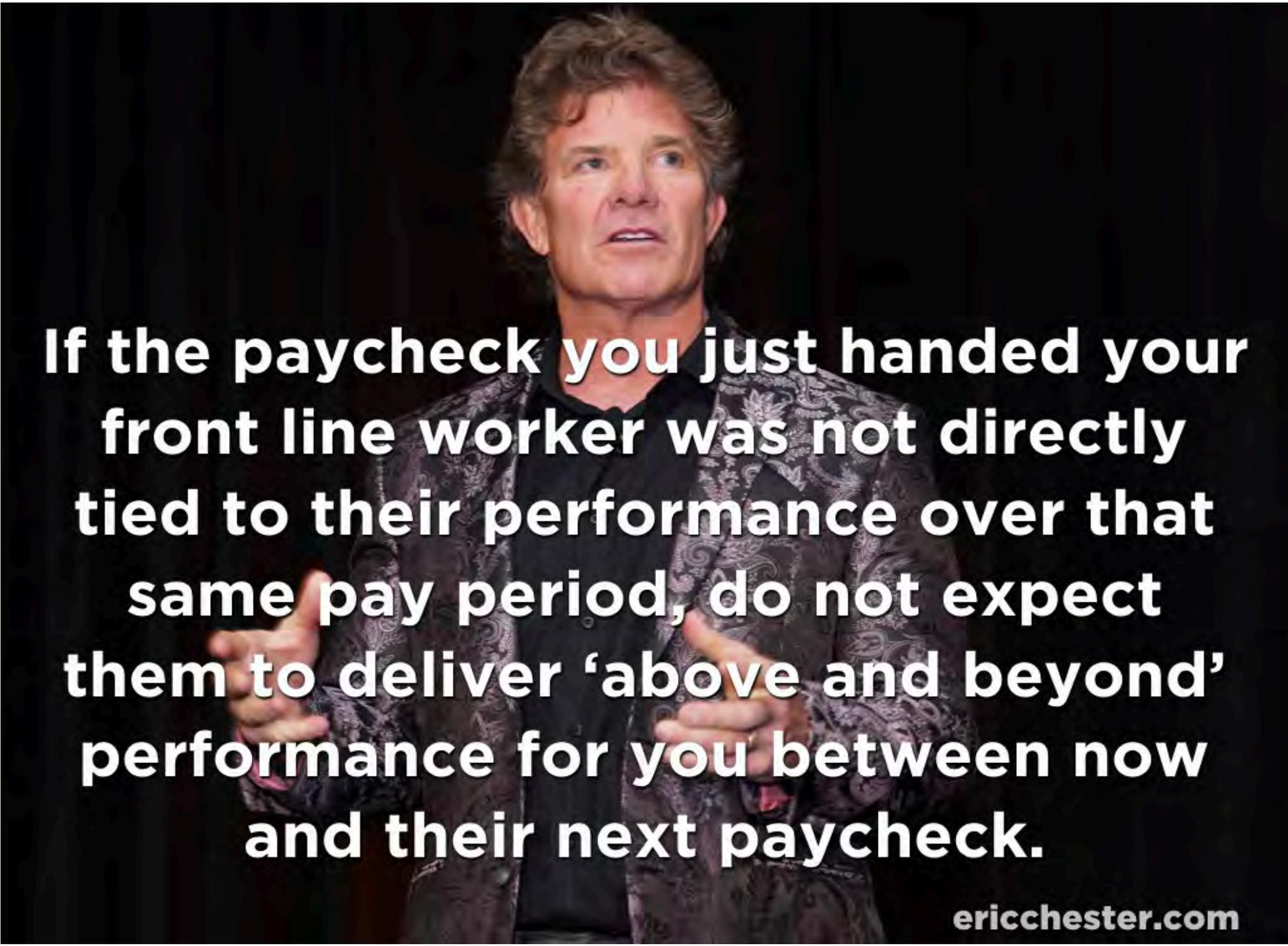
Today's employees are highly attracted to jobs that offer flexible scheduling.



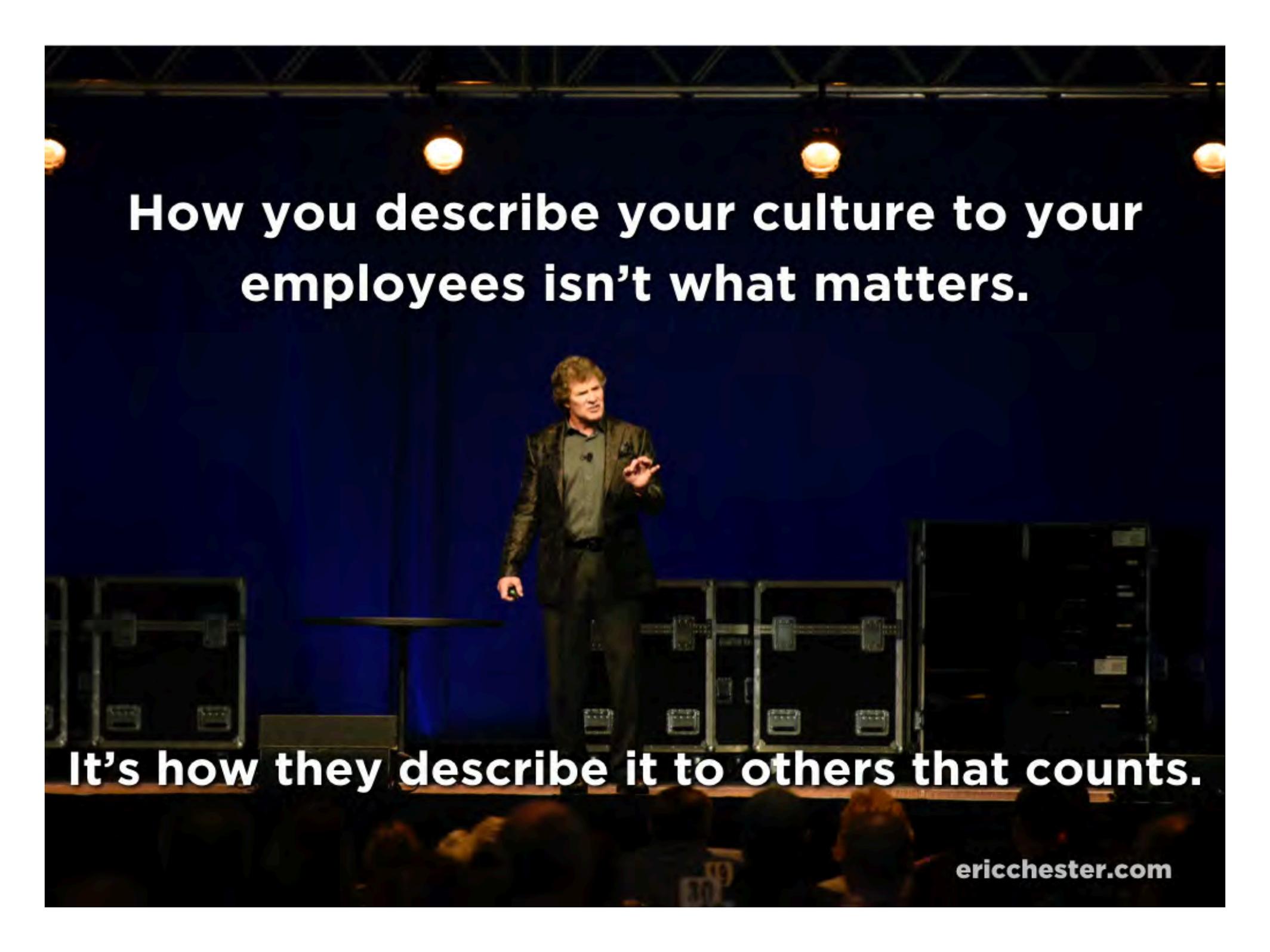
But if you don't have a surplus of well-trained employees ready to step in when called, flex scheduling is a bad idea.

It's not enough to know the schools and colleges in your area. To recruit the best students, you need to harvest a relationship with the instructors and administrators inside those schools.





If the paycheck you just handed your front line worker was not directly tied to their performance over that same pay period, do not expect them to deliver 'above and beyond' performance for you between now and their next paycheck.

A man with light-colored hair, wearing a dark suit jacket over a dark shirt, stands on a stage. He is gesturing with his right hand while speaking. The stage is lit with warm spotlights from above. In the background, there are several large, dark equipment cases or racks. To the left of the speaker is a small, dark podium. The overall atmosphere is professional and focused.

How you describe your culture to your employees isn't what matters.

It's how they describe it to others that counts.

A man in a dark suit and light shirt stands on a stage. The background features a pattern of yellow and orange circles. The text is overlaid on the right side of the image.

**Empowering your people to
make important decisions
is the surest way to keep
them growing and fully
engaged in their work.**

**A micro-managing boss
is a catalyst for rapid
employee turnover.**

“If you had you for a boss, would you enjoy coming to work?”

Take a few minutes each day to see your culture through the eyes of your people.

**Instead of 'writing up' your people
each time they miss the mark,
to incentivize you want them
break a rule or look for ways
the behavior to model.**



*Their performance,
engagement, &
retention will
improve. And
you'll start to
like your job
again!*

Stop trying to motivate your employees. Even when you're successful, the result is only temporary.

Instead, strive to create a culture that inspires your people to want to perform better and stay longer.

A man in a striped shirt is standing on the left side of the frame, gesturing with his right hand as he speaks to a large audience seated at round tables in a conference room. The room has a high ceiling with skylights. The text is overlaid on the right side of the image.

**Employees don't suddenly
engage at work when their
company donates money to
a charity.**

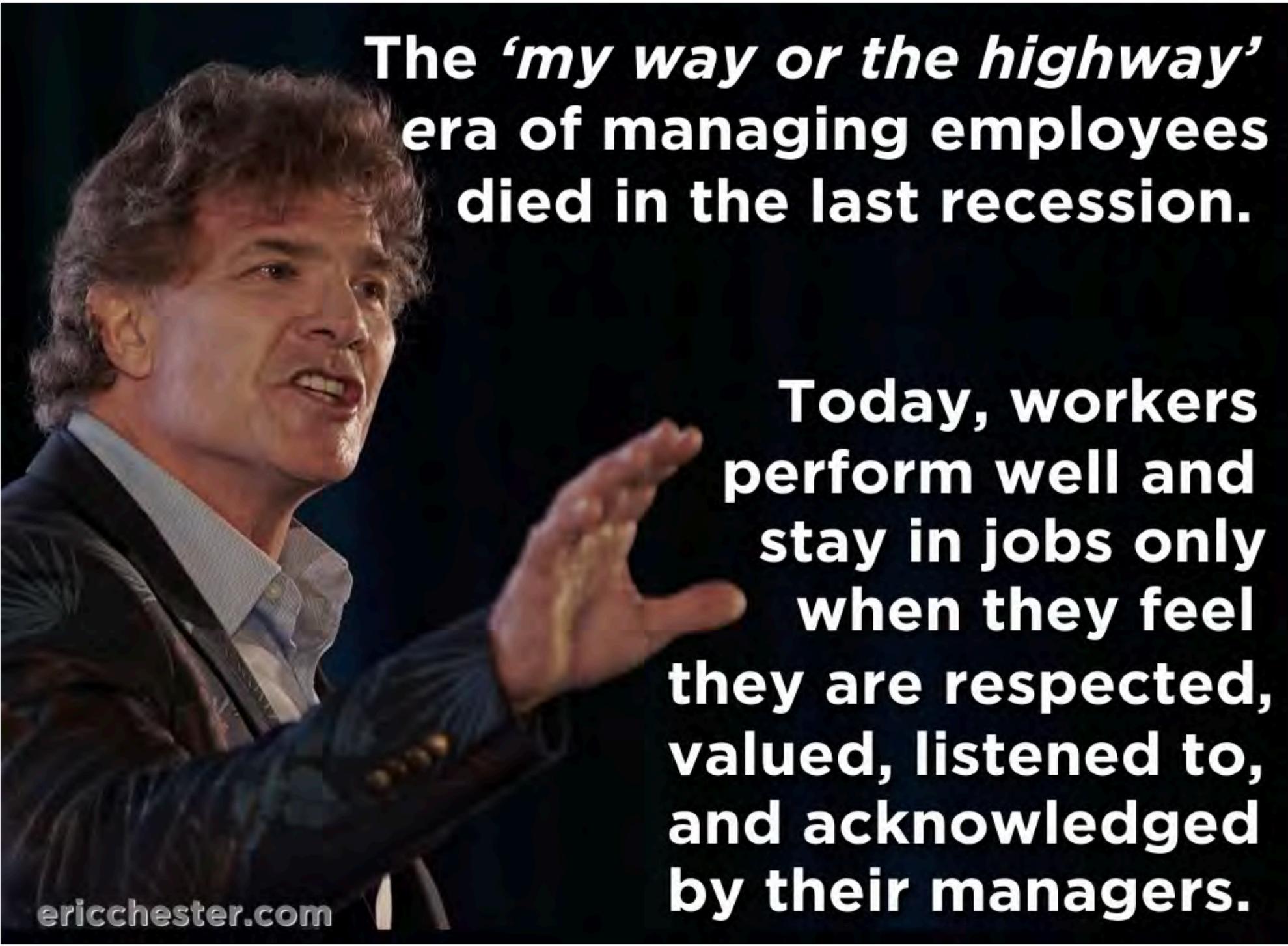
**They favor employers
that provide them with
opportunities to give back
to their communities.**

**Inculcate
work ethic.**

A man with short brown hair, wearing a grey blazer over a blue button-down shirt, is speaking on a stage. He is looking upwards and to the right, with his right hand raised in a gesture. The background is a blue gradient with vertical light streaks.

**Your customers will never
love your brand more than
your employees do.**

**Take care of the people
who take care of
your customers.**



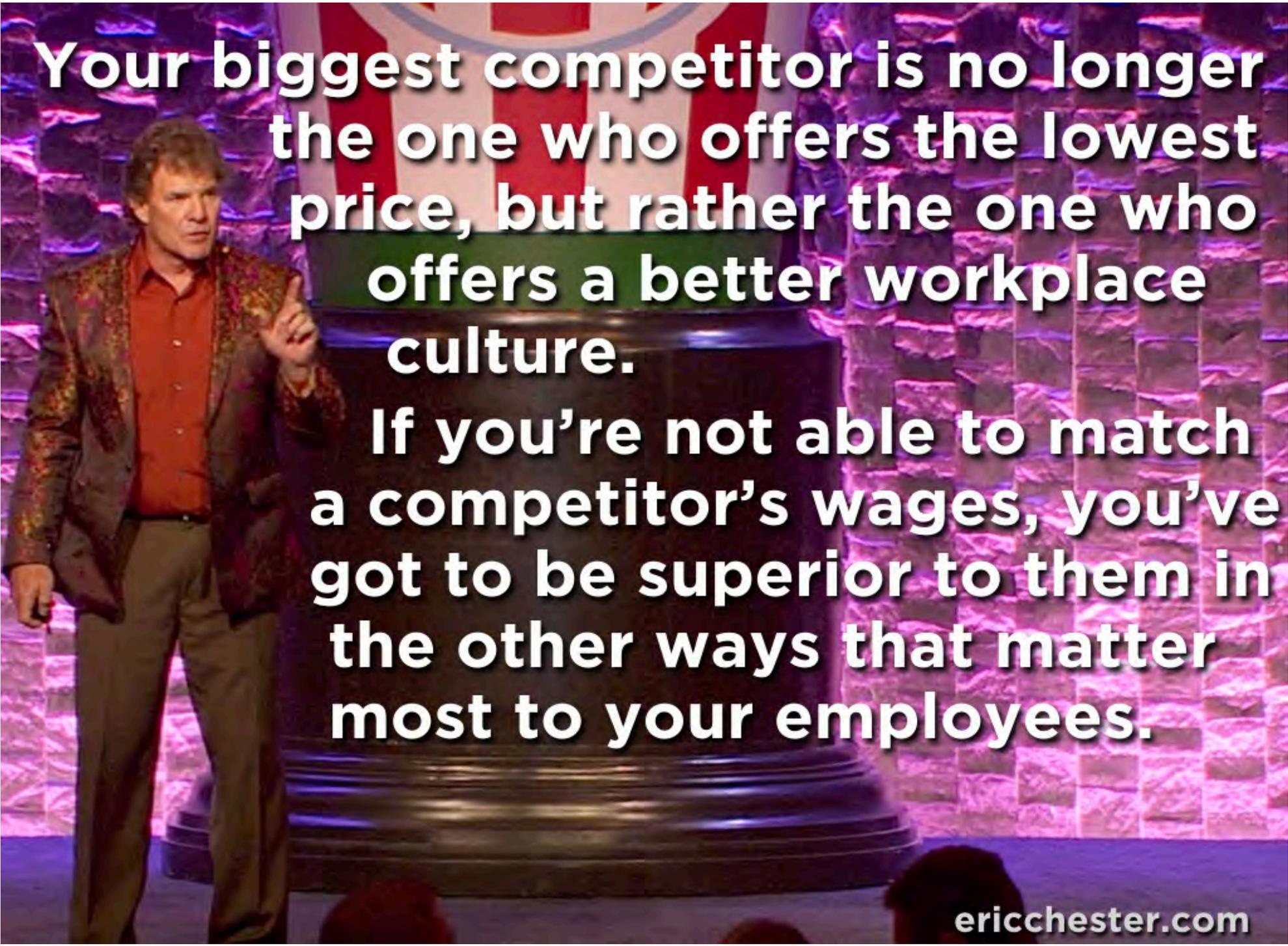
The *'my way or the highway'* era of managing employees died in the last recession.

Today, workers perform well and stay in jobs only when they feel they are respected, valued, listened to, and acknowledged by their managers.

A man with curly hair, wearing a patterned blazer over a dark blue shirt and jeans, stands on a stage in front of a blue curtain. He is gesturing with his hands as if speaking. In the foreground, the backs of several audience members' heads are visible, some wearing hats. The scene is lit with stage lights, creating a professional atmosphere.

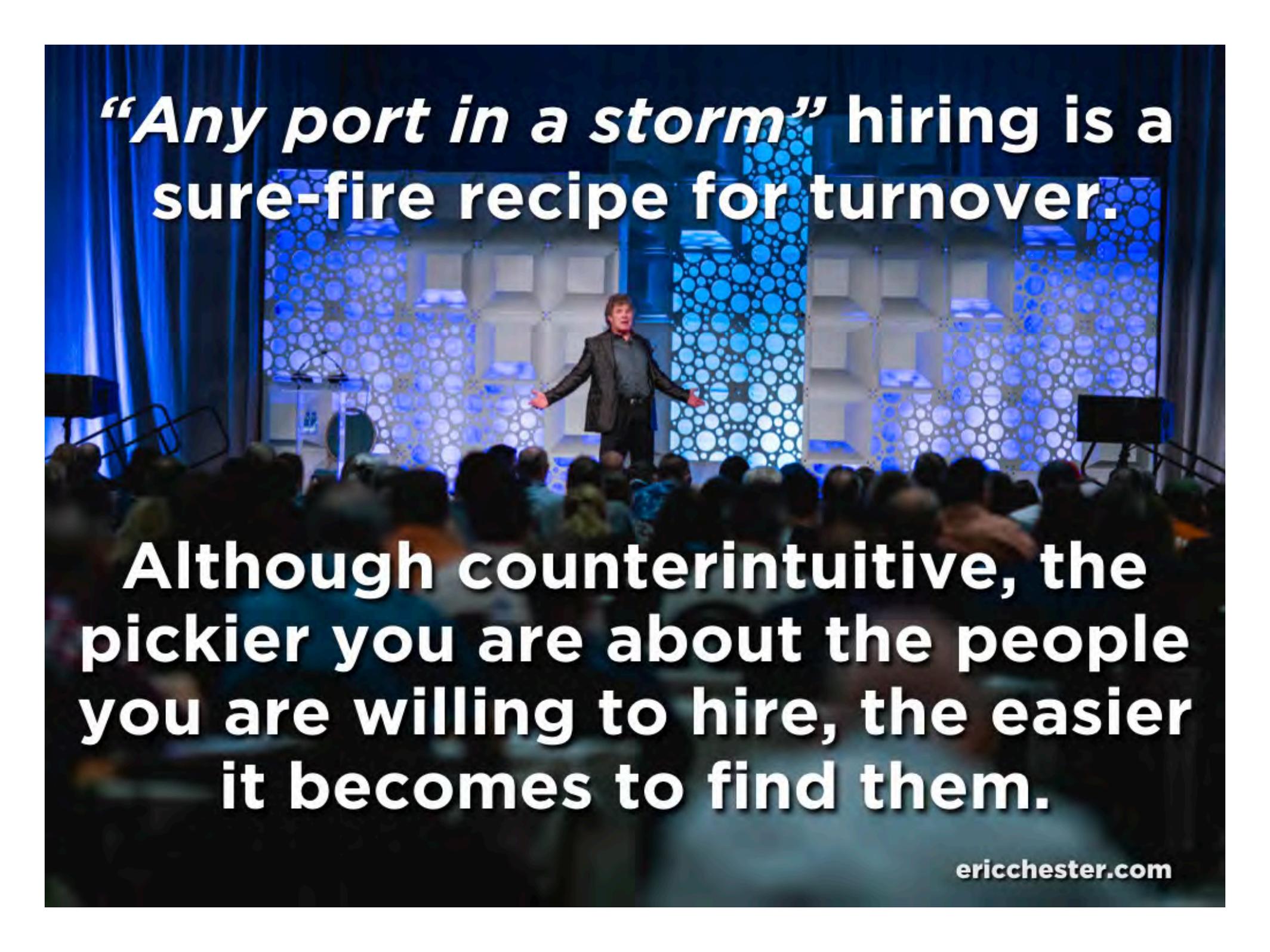
Exit interviews are like gold.

If you don't know why your people are leaving, how can you get others to stay?



Your biggest competitor is no longer the one who offers the lowest price, but rather the one who offers a better workplace culture.

If you're not able to match a competitor's wages, you've got to be superior to them in the other ways that matter most to your employees.

A man in a dark suit is standing on a stage, gesturing with his arms outstretched. The background is a large screen displaying a blue and white pattern of overlapping circles and squares. The stage is lit with blue light, and there are speakers on either side. The audience is visible in the foreground, mostly in silhouette.

***“Any port in a storm”* hiring is a sure-fire recipe for turnover.**

Although counterintuitive, the pickier you are about the people you are willing to hire, the easier it becomes to find them.



There is no such thing as a retention strategy.

Just treat your people better than your competitor would and they won't leave you.

ericchester.com

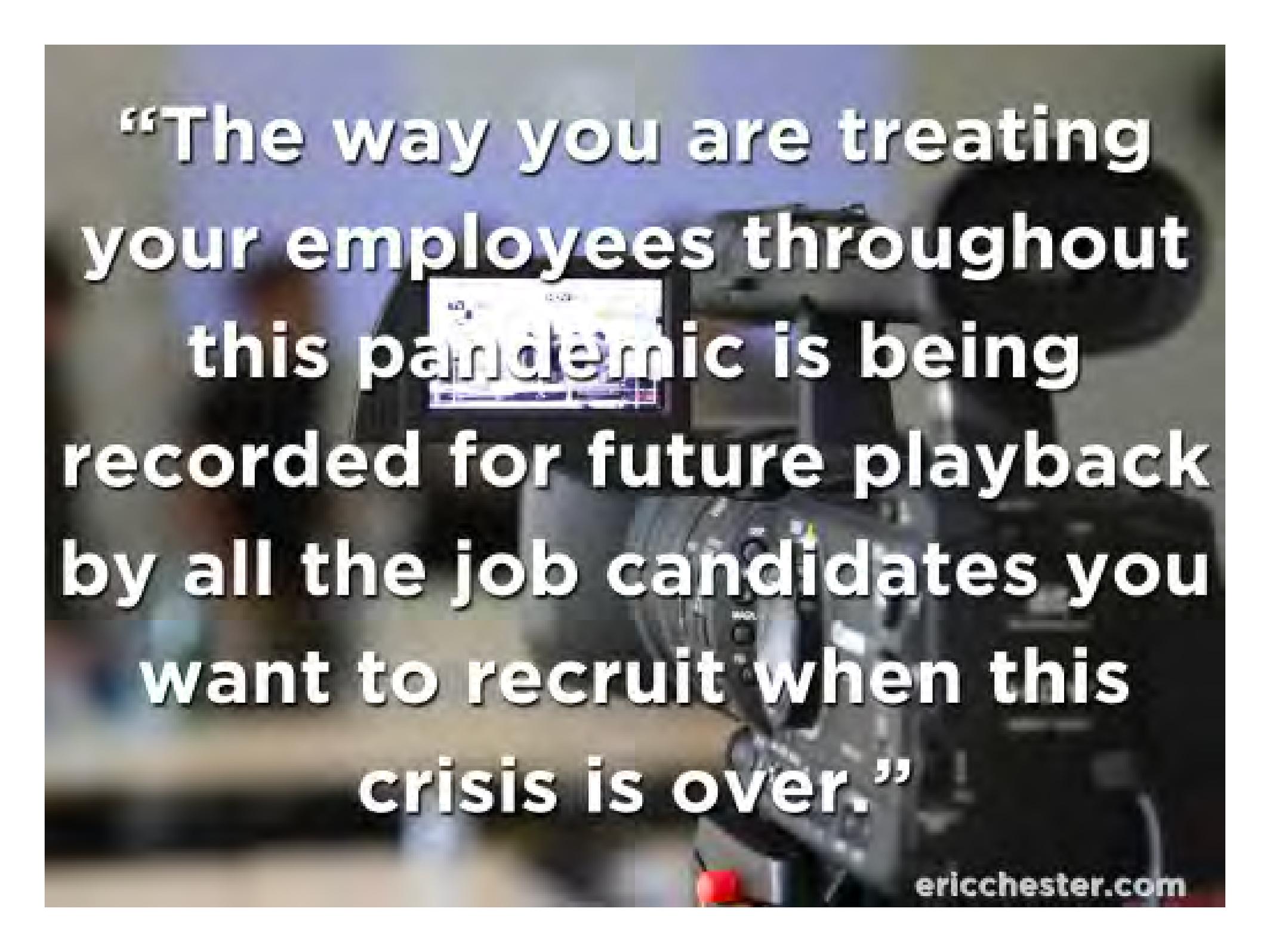
@eric_chester

“

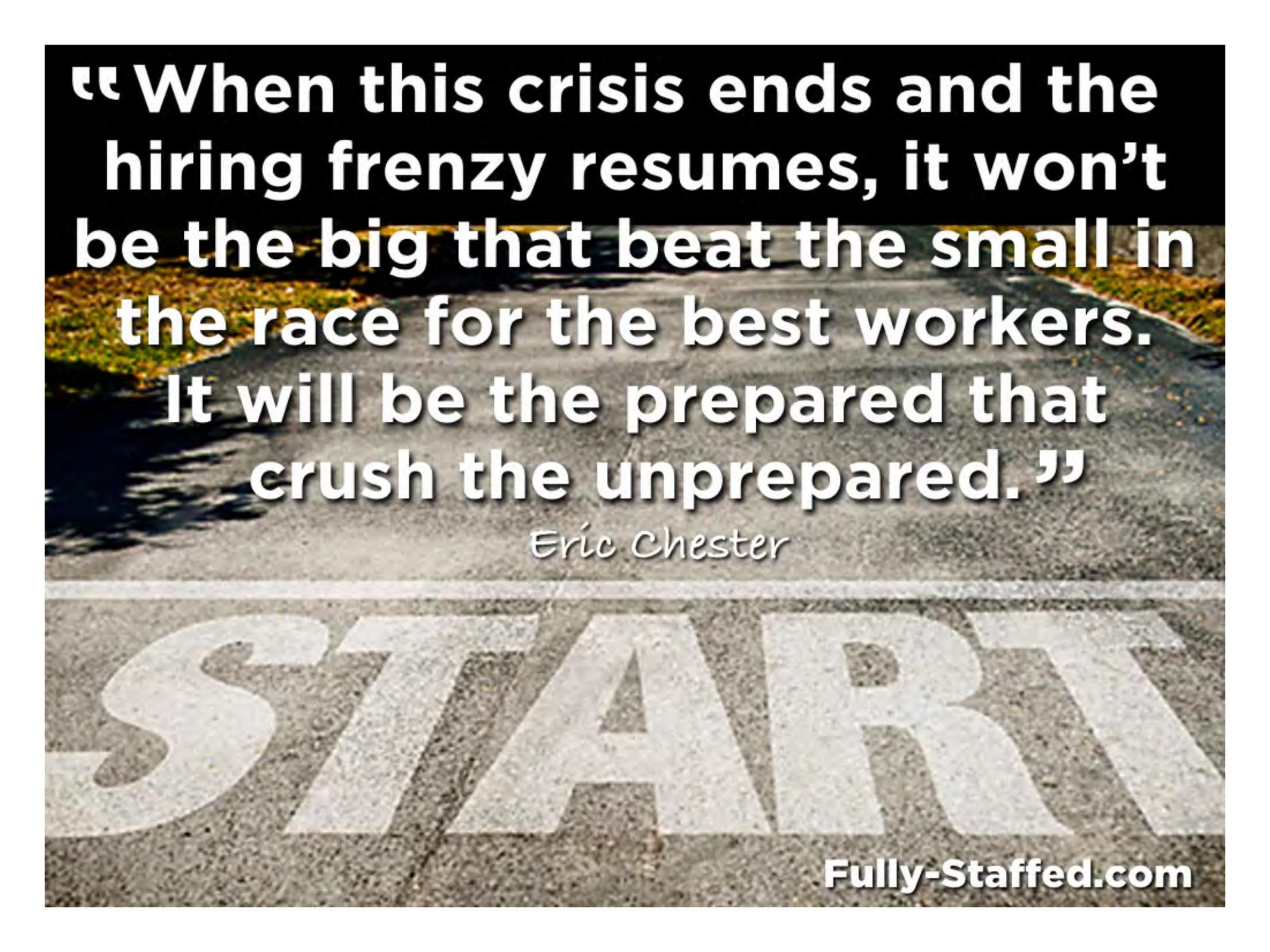
There has never been a better time to reassess, recalibrate, and retrain your workforce.

...just one more silver lining to this tumultuous storm.

”



**“The way you are treating
your employees throughout
this pandemic is being
recorded for future playback
by all the job candidates you
want to recruit when this
crisis is over.”**

A paved road with the word "START" painted on it in large white letters. The road is asphalt and has a white line on the left side. The background shows some greenery and a clear sky.

“When this crisis ends and the hiring frenzy resumes, it won’t be the big that beat the small in the race for the best workers. It will be the prepared that crush the unprepared.”

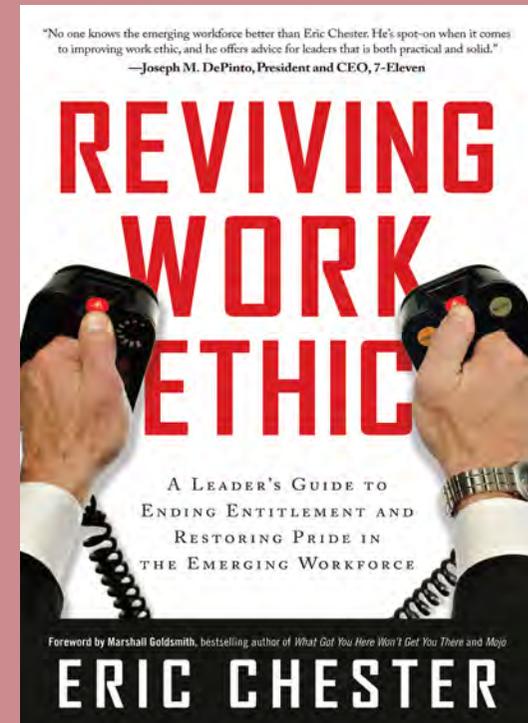
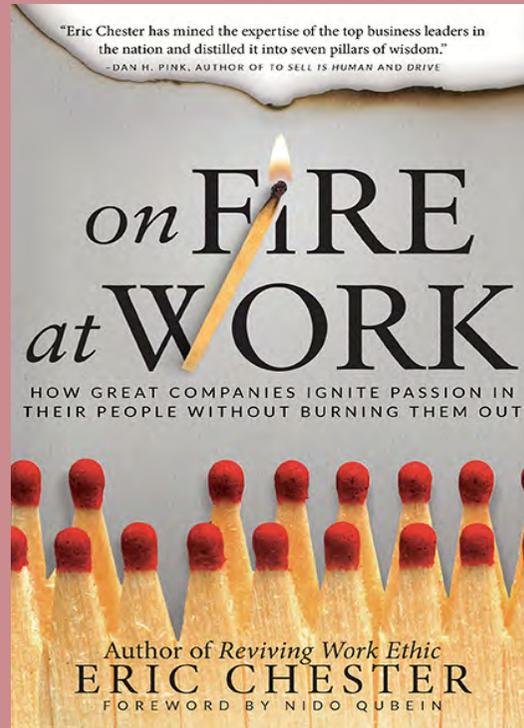
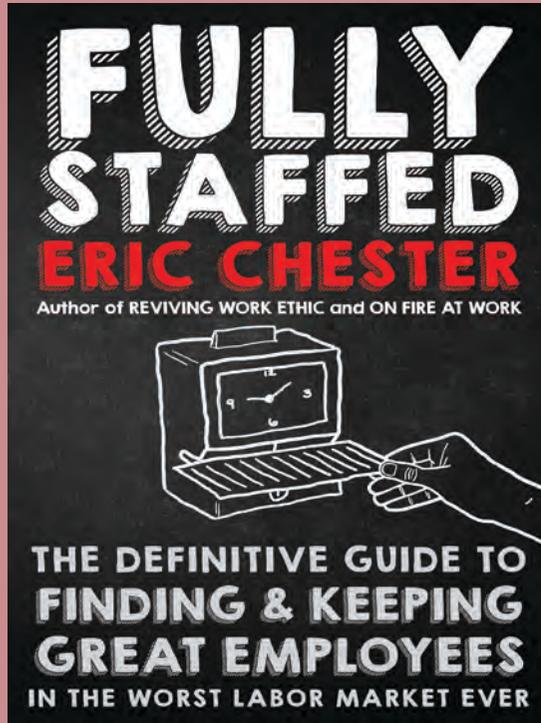
Eric Chester

Fully-Staffed.com

Click on any image or link below for more information and resources

Like these **Timeless Truths**? Click [here](#) to see more and share!

Eric's bestselling leadership books available on Amazon



EricChester.com Eric@EricChester.com P: 303.239.9999