



## **iQuestions Faculty, John D. Beckett**

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Question:

How do I develop a sense of commitment among employees?

Answer:

You know, sometimes we're asked, "How do you get a sense of commitment among employees?" Terribly important question, because turnover is expensive, and commitment is a precious jewel—when you have people who really buy-in, when they are really committed to an organization.

So, how do you get there? I think it begins with really respecting the individual. But you also have to provide opportunity. You have to provide challenges. You have to provide recognition and reward.

It's a package of things, but we have seen it in our company. We have very low turnover, and we find people who are zealous to go the extra mile because they feel they are really appreciated.