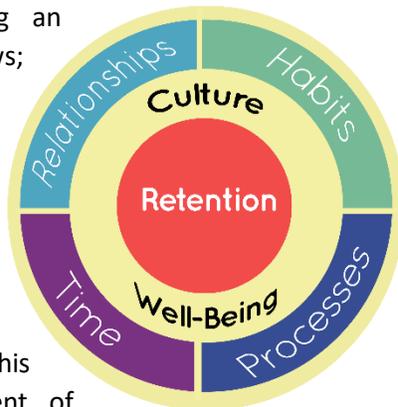


Relationships are key in reaching your goals for staff retention. Yet the daily demands on our time is the enemy of building and maintaining relationships. Do we have time for positive connections, building trust, and focusing on the personal well-being of our staff? Do we have time to take care of ourselves? We solve problems every day, but how do we keep those around us engaged, encouraged and inspired? How do you take care of yourself? At **Quillo**, helping you identify and act on these answers is at the core of our mission.

Quillo is about making an impact, not tracking views; a focus on positive moments, not just minutes on the app. Ultimately, it's about improving the relationships and well-being of both you and your staff. To achieve this requires the commitment of leaders to implement new **habits**, allocate **time**, take a fresh look at your **processes**, and focus on **relationships**. Since you have read this far already, I believe you are committed to improving your organization. To help, we have developed the **Quillo Retention Wheel**, shown here. Let's take a look at each part of the wheel.



The pressure of time can make it difficult for leaders to instill new habits. We meet resistance. We have urgent problems. We fall back to comfortable habits even if those are not getting us the results we need. We struggle with retention, losing people who burn out or those who do not have positive relationships with their supervisors. They may be missing the “WHY” of what they are supposed to be doing.

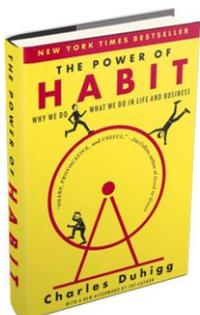
We can instill new habits, based on positive interactions and connecting with people. Making this time is key if we want to build strong ties that, as Duhigg notes, are essential.

TIME

If you and your leadership team spent just 15 minutes a day building a new habit, what could you achieve? Block that out on your calendar right now as a daily recurring appointment! Consider the results if six members of your leadership team each spent 15 minutes a day building new habits of positive communication: six leaders connecting directly with five people a day would reach 30 people daily and 150 positive connections a week. Or, spend those 15 minutes recording a message on Quillo twice a week. Doing so would reach 300 staff/day, or a total of 3,000 positive messages in a week! Each connection, each message encourages people to connect and talk with one another about the positive things happening in the organization. All from 15 minutes a day.

HABITS

In his bestselling book, *The Power of Habit*, Charles Duhigg writes: *“A movement starts because of the social habits of friendship and the strong ties between close acquaintances. It grows because of the habits of a community, and the weak ties that hold neighborhoods and clans together. And it endures because a movement’s leaders give participants new habits that create a fresh sense of identify and a feeling of ownership.”*



PROCESSES

Process is what defines our organization and its goals every day. Let's take a fresh look at one process - perhaps it is the weekly staff meeting. How does our process support our goal of relationships, habit, and time. If people leave because our processes make no sense, don't align with stated values - people will leave. Aligning our process and values with those of employees is critical to retention.

RELATIONSHIPS

We build relationships over time by getting to know those we work with. The process is ongoing from orientation onward - and must come from the top down and be the responsibility of everyone in the organization. As leaders we also need to be more focused on personal well-being for all our staff. Many experience trauma that we are totally unaware of, including their financial situation, personal crises, and family needs.

THE YOUTILIZATION CURVE

When the Quillo team was talking about utilization of the app, we all agreed that “utilization” was about more than checking a box and racking up views. Rebecca Scherpelz, Quillo CCO, came up with the term YOUtilization...because it all starts with YOU (but don't worry, it's not up to you alone!).

Check out the visual of the YOUtilization Curve below. **You** start the process, reflecting on ways you and your organization can grow and change. Second, you **Enlist Champions** in your organization as you aren't in this alone. Next, the team identifies **Strong & Positive Communication** to share, then identify five people you personally want to establish **Better Relationships** with. Lastly, set goals for **Increased Retention**, for target groups. This collective effort, supported by **Habits, Time, Processes, and Relationships** makes everyone the chief encouragement officer of change.

As a leader, you build the culture and start new habits. People watch and listen to what you do, though they will resist new habits (Duhigg points that out clearly). As with anything: 20% will try anything new, 60% will wait and see what happens with leadership and 20% will resist any change of any type.

Better relationships come from strong and positive communication between the entire team. **Quillo YOUtilization** is a key part of the plan to build new habits, communicate a positive message and connect people. Every day, you have the opportunity to communicate in a way that builds better relationships and better lives.

VISUALIZE THE CHANGE YOU WANT TO ACHIEVE

Set your goal for increased retention. An organization with 300 staff that increases their retention from 40% to 55% will **save \$234,000 a year**. How would you invest that savings in your organization? How will the lives be improved of the people served who retain their staff?

Your practice as a leader to build new habits, instilling a culture of appreciation and acknowledgment will make a difference. It is challenging and takes time. Let Quillo help, as our library of nearly 600 videos (and counting!) gives you a great foundation with fresh messages every day. Videos from YOU to your team are equally important. When you and your leadership create messages for your staff, share and celebrate what is working. Thank those at every level who make it happen, encouraging them to laugh and smile. With each step, you are building that relationship.

Quillo is a powerful tool in your toolkit. If you would like to explore this more, please call I would love to talk with you. For now, let's start with that one new habit: set your recurring calendar event for 15 minutes now – and give me a call - it will make both of our days!

I've picked my new habit - what is yours?

