

BBB TIPS

5 ways to invest in your employees

BY KEYLEN VILLAGRANA
Better Business Bureau

Research continues to show that investing in the growth of employees significantly benefits organizations. It helps businesses retain their workers and stand out from their competitors.

94% of employees say they would stay at a company longer if it invested in their learning and development. Additionally, organizations that embrace a more inclusive approach to leadership training are four times more likely to outperform those that restrict development to management.

Every company should strive to have enthusiastic and motivated employees. Demonstrating that you sincerely care about employees' growth and success builds loyalty. Not only will they actively work to improve operations, but they will become trusted advocates.

Investing in professional development can also significantly decrease

turnover rate. That means less money and time spent hiring and training new people. Furthermore, a stable team does not interrupt progress on critical initiatives. Employees who have stayed loyal to a company and have made it to the management level are more prone to understand/embodiment your company's mission than hiring managers outside of the organization.

Better Business Bureau rounded up some valuable and affordable options small businesses can implement for their team starting the new year:

Set up a growth plan for each employee

Every staff member should have a clear idea of their professional trajectory. This is a process you should develop alongside the employee. Not only should you ask what their goals are as it pertains to their role, but their greater career goals as well.



Villagrana

and expectations are clear. You'll also help motivate and keep them longer if there's a set plan they can work towards.

Mentorship programs

Create a mentorship program employees can opt into. There are multiple benefits for both the mentor and their mentee. It builds deeper connections amongst colleagues, helps individuals feel empowered, boosts their confidence and strengthens their leadership skills. Seasoned employees can leverage their experience to help guide young professionals when they

need it most. It just takes one conversation to make an impact.

Set funds aside for certifications

Courses and certifications are the perfect solutions to implement into an employee's growth plan. Whether it's a certification for technical skill in a trade industry or a course to develop in-demand soft skills. You can provide recommendations or also allow employees to submit requests they are interested in throughout the year. Be flexible and allow requests that may not be exclusive to their role but will significantly help their personal development.

Personal development assessments

A successful employee is in touch with their strengths, skills, personality traits, communication styles, etc. They understand themselves. Comprehending the factors and environments they are most successful in will

significantly improve productivity and job satisfaction. Having your employees take yearly assessments can identify areas for improvement and track their growth progress.

Guest speakers

Invite monthly or quarterly speakers to present to your team. Host a leader within your industry who can provide insight or bring in a speaker specializing in a professional development topic. Those are opportunities to build business partnerships and promote the value of networking to your employees.

There are designated agencies that can provide recommendations on how to improve employees' professional development. Before hiring an organization, be sure to ask for testimonials and look them up on trusted websites, including BBB.org.

For more business tips, visit Trustbbb.org.

REDMOND, BEND

Deschutes County allocates \$425,000 to shelter projects

Bulletin staff report

The Deschutes County Commission is allocating \$425,000 in federal American Rescue Plan Act funding to St. Vincent's de Paul's alternative shelter project in Bend and to Shepherd's House Ministries shelter kitchen project in Redmond.

St. Vincent de Paul will use the money to pay for security systems, fencing and landscaping at its St. Vincent's Place project located behind its food bank on Third Street, according to Deschutes County. Last fall, the non-profit broke ground on the 10-unit shelter project to help temporarily house homeless residents.

Some money will also go toward operating costs in the first year.

"St. Vincent's Place is another example of the community coming together to create a place for individuals to get stabilized to be able to move forward," said Commissioner Tony DeBone in a written statement.

Money allocated to Shep-



Dean Guernsey/The Bulletin

Gary Hewitt, Bend's St. Vincent de Paul executive director, stands on the foundation of one of 10 units in a southeast Bend village for homeless people in need of temporary shelter.

herd's House Ministries will go toward opening a shelter that will provide meals to homeless

people in Redmond. Of the \$38 million Deschutes County received in

American Rescue Plan money, about \$33.5 million has been allocated.

PET OF THE WEEK

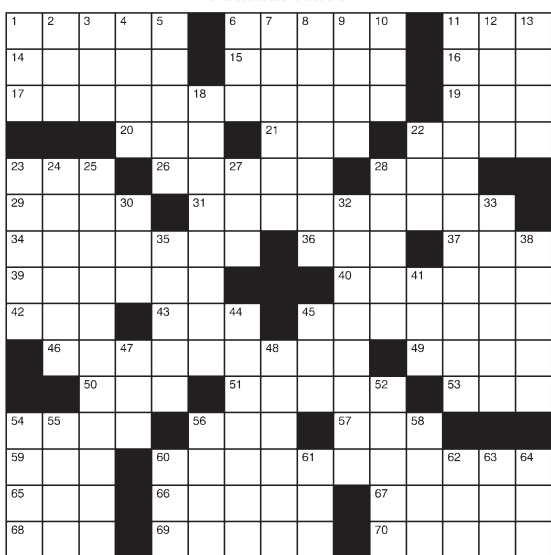


Submitted photo

Meet Lucy! Lucy was surrendered to us at Brightside because her owners were moving and couldn't take her with them. Lucy's personality is an energetic, sweet and happy girl who can be a bit physically pushy at times. As far as we know, Lucy shows no aggression to strangers and wants to show love to everyone. Her previous owner describes her very high energy and would do best with an active lifestyle. Lucy does have some issues with house training, but with the right training and family, we believe Lucy would fit right in. If you would like to meet Lucy, come to Brightside!

CROSSWORD

Animal Hues



CREATORS NEWS SERVICE

By Charles Preston

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- 39 Aesop, for one
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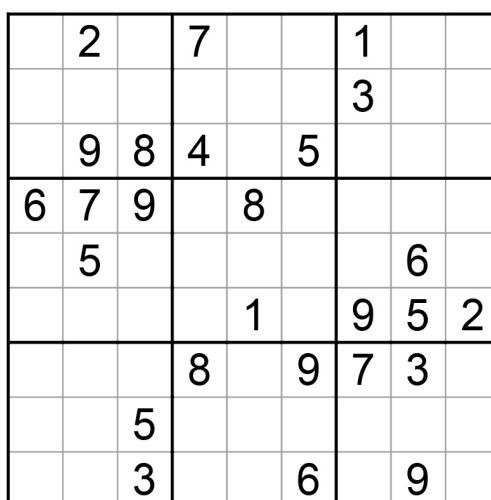
DOWN

- 45 Roosted
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- 49 Companion of 37
- 50 Goddess of dawn
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- 5 Stone slab
- 6 Winglike structure
- 7 Lip-related consonant
- 8 Type of plague

Answers on Page 6

SUDOKU

Fill in the grid so every row, every column and every 3x3 box contains the numbers 1 through 9, with no repeats.



MEDIUM

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Answers on Page 6

WEATHER

FORECAST	HIGH	LOW	
Wednesday	50	36	Cloudy
Thursday	56	30	Partly Cloudy
Friday	50	29	Partly Cloudy
Saturday	54	30	Sunny
Sunday	56	33	Sunny
Monday	56	34	Partly Cloudy
Tuesday	53	32	Partly Cloudy

LAST WEEK	HIGH	LOW	PRECIP
Monday, Jan. 10	51	31	.02
Tuesday, Jan. 11	56	40	0
Wednesday, Jan. 12	57	33	0
Thursday, Jan. 13	52	33	0
Friday, Jan. 14	51	28	0
Saturday, Jan. 15	56	29	0
Sunday, Jan. 16	53	24	0

Precipitation to date this year: .71 inches

* = daily record

National Weather Service broadcasts are on 162.50 mhz.

THE REDMOND Spokesman

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