

CORPORATE GROWTH

Maintaining The Personal Touch

Your company is getting larger and you are happy with its success. However, you fear losing the personal benefits of your small company "family." You want to keep these positive aspects a part of the expanding company.

What The Employee Can Do

The first thing you can do is accept that things will be different, but not necessarily worse. You can make a "smaller family" in your department or work unit. You can welcome and befriend newcomers. Celebrate each co-worker's birthday by giving a card signed by everyone in the department. Or the department can celebrate the event by going to lunch together. Make note of important anniversary dates of your co-workers. Include happy dates such as a wedding, sobriety or a work anniversary and sad events such as a miscarriage or death. A quiet word and a single rose have raised the spirits of many working

people trying to get through the anniversary date of a death. Write thank you notes when appropriate. Sincerely praise someone when they have helped you.

Keep things simple and inexpensive. Don't make people feel embarrassed or behold. Stop doing these special activities if you feel unhappy about getting no reciprocation.

What The Manager Can Do

It is your job to help your employees feel they are an important part of the company no matter how large it is. You can make your unit a great place to work. It is especially important to recognize accomplishments in a big organization. Your staff needs to see how their job relates to company goals. Hold regular meetings and set departmental goals so your entire staff can pull together to accomplish mutual tasks. Give monetary rewards or other "perks" when possible. Give

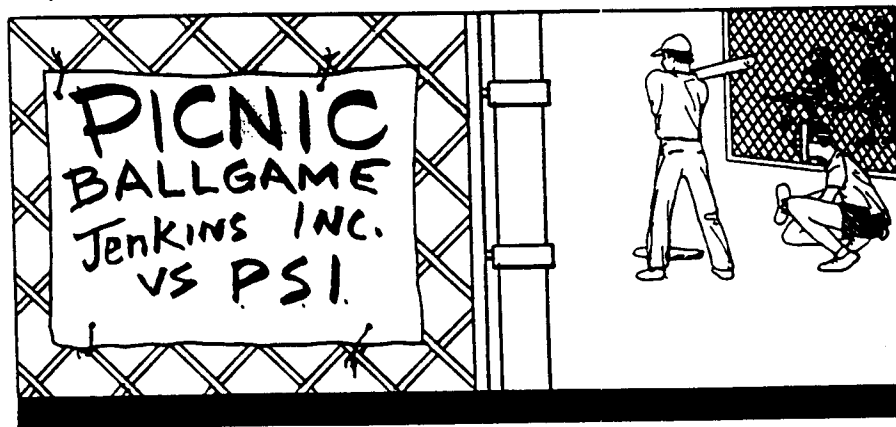
sincere praise and immediate feedback. Show that you care about and have confidence in your employees' abilities. Demonstrate your motivation to run a good department. It will make your staff happier and they will try harder.

You can encourage your corporation to sponsor or allow activities that build closeness. These can include golf and bowling leagues and recognition dinners for retirees or long-term employees. These activities don't have to be sponsored by the corporation, but time might be used during the work day for an employee to organize them. Many companies sponsor exercise and wellness activities. These not only provide a positive stress outlet, but also encourage socializing and friendship.

A newsletter might make the corporation seem more neighborly. It is a great way to make announcements and praise accomplishments.

It may also be useful for upper management to run information forums and allow employees to ask questions. Each manager can take turns at being available.

Corporate sponsored events help boost appreciation for each individual.



Keep Trying

If you find that you are not adapting to the changes and miss the "old ways," share these feelings with your supervisor or someone from your personnel department or employee assistance program. As long as you strive to keep the personal touch, your efforts will be contagious and your success will be realized.

