



## Good People are Good for Business

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A business made up of good people has a competitive advantage over others. Good people want to succeed, so they drive for everything to be successful in their lives, including the company they work for.

### **Who are good people?**

Good people are those that consistently excel at their jobs and go above and beyond for the greater good of the company. They are reliable and responsible. They are passionate about their work. Good people are those that you feel comfortable letting run with projects. They even continuously motivate you to become better at your own job. They take ownership in the company they work for. And this buy-in can be seen and felt when you talk with them.

Good people are needed at every level of your business. From the person greeting your customers to the person strategically planning the direction of your company over the next five years.

### **How do you find good people?**

Let's start with your current employees. You have good people already working at your company. And there are probably a few names or faces that quickly come to mind. Now determine how you obtained these good people. Were you just lucky in the hiring process? Or did they develop into good people while at your company? Regardless, how did they become good people? Once known, then use those same tools to develop more good people currently in your workforce. How? Identify the traits of your good people. Online assessments are a great tool to use here. Whether you are seeking a person's energy, attitude, independence, decisiveness level, etc., structured assessments are convenient and timely.

Once you have exhausted your options in-house, formulate a plan to begin attracting good people to your company. Remember, good people want a challenging, engaging environment. You ultimately dictate what level of people will be attracted to your company. Maintain a positive, successful and fun environment

that good people are knocking down the door to get in. Employee referrals, Web sites and community involvement are great ways to promote your culture.

### **What do good people need?**

Communication at your company must be clear and up-to-date at all times. Good people thrive on structure, inclusiveness, optimism, vision, energy and empowerment. Allow these people to put a finger on the pulse of the company and keep it there.

Good people are interested in the financial status of their departments, their locations and the entire company. Good accounting practices allow this to happen. Up-to-date financial statements will allow your company to effectively communicate to good people in a timely manner how the business is doing. (See our article on good accounting in this issue.)

Good people want the 411. What's new in your company? How does it affect them and how can they contribute and be a part of the change?

Good people want to be recognized for their efforts. For the majority, this is priceless. Beyond valuable for the employee; meanwhile, costing the company little to nothing. This can be achieved with recognition in an employee newsletter, awarding a better parking spot, an invitation to a meeting that they have not be invited to in the past, etc.

### **Are you ready to get started?**

Good people exist. You knowingly and unknowingly pass by several of them on a daily basis. Begin to better your business today. Identify the good people at your company. Then create more good people. Why? Because they are good for business.

**If you would like more information on this topic, please contact Troy Wright at 888-556-0123 or [twright@honkamp.com](mailto:twright@honkamp.com).**

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