



Driving Employee Satisfaction

Connie's Weekly Newsletter

In today's business world where new technology drives growth and human resource management values have shifted toward creative problem solvers and thinkers, the individual worth of each employee is increasingly important. Employee satisfaction, a measure of how happy workers are with their job, and staff morale are now key business drivers and result in higher productivity, stronger presence (both mentally and literally in terms of fewer days off), and loyalty toward the organization. Unfortunately, motivating workers through bonuses, raises and generally high pay scales is near impossible in the animal welfare field.

There are however, several ways to ensure your employees have high employee satisfaction, and one of the most important is to coach and train your people to strive for greatness. Often in animal welfare there are not many opportunities for moving into positions of leadership. A key way to provide these opportunities is to empower key staff to become subject matter experts on your team. These experts can then be recognized and can be charged with training other staff members, and budgets permitting receive a small raise in pay. Key subject areas you may consider to improve your organization's efficiency include basic shelter medicine practices, animal behavior evaluations, PetPoint either as a whole or broken into modules, Petango and its benefits to your organization, ShelterCare Insurance, and public relations and messaging.

A great place to start would be in identifying a person or team to take on the role of "PetPoint leader", which provides both recognition opportunities and offers the additional benefits of helping your organization to be more efficient in its business practices. Generally, as I visit organizations across the country, I find PetPoint is being underutilized and many time-saving tools are not being implemented. A staff member or volunteer who can also train your team on the gift of insurance will help to drive up your compliance rate with adopters and in the end save your organization money spent when having to care for sick animals that are returned to your shelter for care.

The second annual PetPoint Summit is a great way to recognize and provide key staff with additional training, and to ensure your organization is using PetPoint to its fullest capacity. At a cost of only \$25.00 per employee, I would encourage you to identify staff that will benefit both personally and professionally from this training. Where travel and accommodations are concerned, reach out to other organizations in your area to see if they are sending someone you can share expenses with. Don't let the only opportunity you will have all year for one-on-one time with colleagues and PetPoint experts slip away!

Did you know?

one of your team can win registration and \$500 towards your expenses to attend this year's PetPoint Summit? Tell us in 500 words or less what your organization is doing to create and sustain a culture of excellence through expertise, who on your team is a shining example of a subject matter expert, and why you

think they should attend this year's PetPoint Summit. Submissions should be received no later than August 27, and a winner will be announced in the August 30th edition of the PetPoint Post.

Sincerely,

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