

## 1. Use your greatest asset

Many businesses say their people are their greatest asset, then promptly ignore them. Involve and consult your people continuously, not only to keep them motivated, but to use their ideas and input to improve your business. After all, they know what is happening in your business in intricate detail.

## 2. Brief people regularly

Regular briefings by managers can ensure that people are aware of important news and developments. Briefings are most effective when people have the opportunity to comment and ask questions, even if answers cannot be given on the spot.

## 3. Manage visibly

Getting to know your people well is probably the most effective way of keeping up-to-date with everything in your business. Develop a culture which encourages people at every level, from every department to get to know each other.

## 4. Be accessible

Make it easy for people to communicate with senior managers and directors. Most communications are from top down, but the most valuable information should be flowing the other way.

## 5. Encourage involvement

In employee newsletters and intranets, provide an incentive for people to respond. Use surveys, competitions, events or social articles to create interest.

## 6. Listen and act

Acknowledge everyone's contributions and suggestions and commit to acting on them. Ensure that everyone is aware that they are valued, so that they will continue to participate.

## 7. Publicise achievements

Publicise and reward successes based on voluntary suggestions, so that people can see that you take their contributions seriously.