



### Engage Us:

 [LBenson@Ellipseinc.com](mailto:LBenson@Ellipseinc.com)

 888.678.3869

 [Facebook.com/EllipseGroup](https://www.facebook.com/EllipseGroup)

 [TheEllipseCow](https://twitter.com/TheEllipseCow)

## Employee Turnover Can Be Good

Lisa M. Benson  
CEO / Principal

I know, every management representative reading this title is cringing, while screaming “Never” in their heads. Who really wants to deal with the effort, the expense of running an ad, interviewing, qualifying, training, and retraining. Stave the distractions of employees and management, alike, by ensuring employees tolerate their jobs and the company is publically perceived as stable; regardless of internal ineffectiveness. Why disrupt the employee base, especially since the business is functional, successful and profitable? The truth is no matter how good it is, it can be better.

We all know the basics, as employees vacate their post its management’s responsibility to review job duties, roles and functions of that position. Frankly, this should be done at least with annual employee reviews, but the reality is this effort needs to be a regular part of corporate overview by top level executives. An even better practice is to match management objectives to financial considerations with each position change and employee swap. Unfortunately in today’s economy, when an employee leaves, management takes the event as an opportunity to delay their replacement or eliminate the position entirely. The above scenario may not be the best solution.

I have been buried in the above effort at my own company for quite some time now. What started as a yearend wrap up, turned into a new year’s operations review and I am shocked to learn our status quo. Remote employees working short weeks, broken transactional processes cobbled together daily, missing operational controls and lack of insightful thinking. My most terrifying experience was our “telephone game” training program, in which an existing employee trains the

new one with the same inappropriate processes. I feel your compassion for my tale of woe, but I am quite certain, I am not the only one in the group, just the one willing to confess and share my experience.

How did it get to this level? The lulling sound of a “well-oiled machine” contributed, along with the fact that financial success makes all of us a bit lazy, admittedly, even management. Hmm... it’s a painful process for all parties involved to pull off the proverbial Band-Aid and look at what is below the top layer. It takes time, talent, money and dedication to re-engineer an organization in a proactive demeanor. Or, as my associate, Richard Jahnel likes to say “Changing the wheels on the bus while driving down the highway at 70 miles an hour.” Worst of all, the entire process is disruptive and un-nerving.

We are now 15 months into a multi-layered approach of our management review and the results are coming in solid. I foresee great rewards and there is no doubt that Ellipse is now heading into the 2012 business year as a leaner (meaner by some employee’s account) and a better suited company than in past economic cycles. Interestingly enough, as our team applied internal standards to our own product knowledge, creation and management we discovered the same information was necessary for our core clients. With our intrinsic review of our management practices we are better able to engage qualified, technically savvy management consumers, which relays into better communications and less operational cost. Profiling the similar prospective buyers of our service? That seems to be the elusive task still today, a decade later.

*Lisa Benson is the CEO and Co-Founder of Ellipse Communications, Inc.; the largest provider of custom applications and website development for the Multifamily Industry. Visit the company website at [www.ellipseinc.com](http://www.ellipseinc.com).*