Why the employee experience matters for small businesses

Many small businesses are working harder than ever to grow in a quickly shifting business landscape. ADP Canada's Mohamed Basma shares why owners should focus on their secret sauce — their employees — to help drive their business. For more, visit ADP.ca/Small-Business-Toolkit

Transcript:

Heather Haslam:

October is small business month in Canada. A time to recognize and celebrate our amazing small business community. With me today to discuss how small businesses can remain competitive is General Manager, Small Business Services at ADP Canada, Mohamed Basma. Mohamed, thank you so much for joining me today.

Mohamed Basma:
Thank you. Heather, it's a pleasure to be here with you today.

I'm very excited to spend this time with you. Let's dive right in. We've got these tools. We bring in the right people. We actually compete with the with the big companies. What's next? How do small businesses help create that employee experience?

I'm glad you asked because I think there's a secret sauce here. There's one secret sauce small businesses can do to retain talent and create that amazing employee experience. And the secret sauce is invest in your people development. The reason why I'm so bullish on that, I believe it's such a secret sauce, is it's, in our last ADP research study, we've seen that employed employees who believe their companies investing in their development and investing their learning is investing in their skilling.

Are six times more likely to recommend the company as a great place to work. Six times. They're 2 or 3 times more likely to say that they're more productive and they're twice more likely to say, I have no intention to leave this company. So now let's think about that. That's huge impact. You can double your ability to retain your people by investing in their development.

But most importantly, now you retain your people, they're going to be much more productive, and then they're going to be your brand ambassador. They're going to be the ones recommending your company as a great place to work. So you created that cycle of goodness that never ends.
