**Here are 8 reasons why your retail employee turnover is so high.**

**#8 – There are no incentives, except at the manager level.** No one wants to work harder so someone else gets a reward. Find a way to include everyone somehow –**#7**

**7 - Your policies or procedures are antiquated**. No refunds, no exchanges, everyone works every weekend – all these stupid policies cause friction for good employees...and your customers. Examine your employee manuals and policies, and throw out those that are still rooted in the 50’s.

**#6 – Your training is minimal.** Just because an employee has previous experience does not mean they will understand what makes your store different. You have to tell them explicitly what you are trying to do with your customers and how it is different from every other retailer on your block.

**#5 – Your employees are thrown into the job and not even introduced to the crew.** Millennial employees don’t have the skill set to pro-actively meet other employees. You have to make an ongoing effort to bring people together, not keep them apart.

**#4- You don’t encourage employees to think, only to do.** The younger workforce has an innate positive outlook. When they are forced to stock those shelves, price that merchandise, etc., it gives them plenty of time to say how much their job sucks.

**#3 – You make every day the same.** When every day is the same, employees get bored. Yes, customers can keep them interested, but we’re talking about the job itself. Many times we look at some employees as too valuable where they are. Mix it up for employees who have been with you for awhile; give them new duties, training, responsibilities, etc.

**#2 - You hire the wrong people.** Just because you’re tired of interviewing, you can’t just take anyone because they say what you want to believe. You need to see if they are able to talk to people, not just say they can.

**#1- You keep promoting employees who are good at *tasks* to supervisors.** Employees quit managers, not brands. Promoting someone because they get things done isn’t the only criteria. Those managers with poor interpersonal skills will be tolerated by a certain type of employee, but the best employees will move on quickly. A manager’s main job is to develop a crew who feels it is their store, and not leave them feeling like they are a cog in a wheel.