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Results show keeping staff an issue for small business

AUSTRALIAN small businesses are finding it tough with a recent survey showing 28 per cent of staff, employed by small business owners, leaving their job in under a year.

The survey also highlighted that 94 per cent of respondents recruit their own staff. With such a high turnover rate, there is a lot of pressure on small business owners.

"The cost of hiring and retaining staff is considerable, particularly for small business owners who have limited cash flow and are time poor," said Action International coach Ross Fulloon.

"With job prospects up and the unemployment rate at a low 5.1 per cent, job seekers are highly mobile," Mr Fulloon said.

"Employers in small business need to focus on their most valuable asset, their people, by retaining the employees they have and developing a team culture."

Team building and employee culture are some of the many issues that business coaches help businesses tackle on a daily basis.

A business coach can assist in the development and implementation of training programs designed to ensure that employees are able and motivated to undertake their responsibilities without reference to the owner.

Action International is a business coaching and training company with 600 plus business coaches in 19 countries who are working with small to medium sized businesses to educate owners on how to improve their sales and marketing plus operational efficiency.

The Action Small Business Survey, conducted quarterly, is a comprehensive survey distributed to more than 25,000 business owners nationally and was completed by owners of small business across a wide range of industries.