

# BUSINESS FREEDOM 365

Month Three, Week One:  
How To Hire, Train & Retain  
The Best People

## Topic

Creating An Environment  
Of Loyalty

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## Employee Loyalty

The purpose of this week's exercise is to focus on employee loyalty. Hiring a new employee is one of the most expensive things that you can do. You have to advertise or recruit them, then train them, and they may not be very productive for the first little while. Then, the worst thing that could happen which is that either you, they, or both of you decide that the job isn't a good fit. This takes up a ton of time and money, but what if you didn't have to worry about this? What if you had really phenomenal employee loyalty? This is absolutely possible, all you need to do is address their needs. Once you address their needs they will be unbelievably loyal to you.

### Needs 1 through 4 are FUNDAMENTAL, CORE SURVIVAL NEEDS.

If these needs are not being met, a person will feel like they are unsafe on a survival level and they will do anything to satisfy these needs:

1. **CERTAINTY** - Is a requirement or a need to feel safe. To feel like your environment or community is going to take care of you. It's about security and survival.
2. **VARIETY** - Is what drives us forward, otherwise we get bored. In a way it rivals with certainty because variety can create uncertainty.
3. **CONNECTION** - Is a fundamental, survival need. Humans are social. We need to feel connected with the people around us. When people don't feel connected they start to do strange things to try and create this connection.
4. **SIGNIFICANCE** - It's in our nature to feel important in some way. People want to stand out and to be noticed.

Then needs 5 and 6 are more spiritual needs than survival needs. When these needs are not being met is not as acute but if they don't get met over a long period of time they end up in a deep crisis of what they are doing with their lives.

5. **GROWTH** - People need to grow. Without the opportunity to grow or expand most people will go searching for it else where. We get bored with the tasks that we are faced with day in and day out.
6. **CONTRIBUTION** - This is human need to give back and pay it forward. There's a need to give, create, make people smile or do bigger things.

Lastly, this 7th need is the foundation of them all

7. **MEANING** - The need for meaning as a person, in a task, in a project, in a goal and in business.

If you can find out how to give people those needs in your business, they can become addicted to coming to work, and are excited to be in your environment.

**For your homework, there are two parts:**

## Part One: Your Needs

You need to list out THREE strategies for each of the 7 needs listed below. You need to come up with 3 ways to meet each need for yourself. When you get to the MEANING need, instead of writing a strategy come up with a direction. Clarify what your doing and why your in business. Get clear on your outcome.

### 1. CERTAINTY

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### 2. VARIETY

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### 3. CONNECTION

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### 4. SIGNIFICANCE

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## Part Two: Creating Employee Addiction

Write down THREE ways that you can meet you employees needs, and create a great work environment/ structure. This is where you create employee addiction!

### 1. CERTAINTY

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### 2. VARIETY

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### 3. CONNECTION

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### 4. SIGNIFICANCE

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