

How your best employees are more dangerous to your business than your competitors

This title may have confused you.

We know that one of the biggest hurdles business owners face is finding a loyal employee.

As an employer, if you find such a loyal employee, you think you have found a treasure and thus you may depend on him in the future to manage many of the company's affairs.

But let us clarify some things in order to put the dots on the letters.



You have this beautiful table that you use to hold your flower vase, books, etc.

Suddenly a day comes when the leg of the only table that holds everything breaks.
Can you guess what will happen?

Yes... everything will collapse.

So if your business depends entirely on this employee, then this employee falls ill or decides to resign, or even worse, works with your competitors, everything will end.

Let us not stop at this only if your business depends on one method of generating customers or on one payment method, the same fate awaits you.

Do you see what all of these previous things have in common?

Yes, it is number one and it is known as **the worst number in business**.

So what is the solution?

Using diversification in your business allows you to create strong pillars rather than relying on one strong pillar.

So you can do the following:

1. You can hold a meeting once or twice a week, ask your best employee to teach the rest of his junior coworkers about his experience and work methods and in return, give him an incentive such as a vacation or an increase in his salary.
2. Use different social media platforms like Facebook, Instagram, TikTok and also different ways to attract customers like lead generation through one-step lead generation and two-step lead generation.
3. Make sure to create different payment sources to ensure the continuity of your business flow.

So, now look at your business, identify the weak points and make sure that you will have many pillars for this one thing to achieve the best control over your workflow towards guaranteed success.

So how can you create a lead magnet to attract the best potential customers?

This is what we will talk about in another post.

Talk soon,

111thx

P.S. If you want to know how I can help you reach the best potential clients in your business, feel free to get in touch. Fill out the form at [<link>](#) and one of my team members will be in touch to see if we're a good match.