

A vertical strip on the left side of the image shows a close-up of dry, cracked earth in shades of brown and tan, with deep, irregular fissures running through it.

The 5 Cracks costing you your best people

FOR CFO'S AND SALES
DIRECTORS IN FINANCIAL
SERVICES



Losing your best people is expensive

Your star performers aren't loyal.
Their job and the environment have to
make sense for them. If they are growing,
winning, and feeling connected, they will
stay.

And if these 5 cracks are happening, they
will leave.



No clear purpose



People do not commit to tasks. They commit to outcomes.

If your team cannot explain how their work matters, they disengage.

This is not a communication issue. It is a clarity issue.

Every person on your team should be able to say, in one sentence, how their role connects to the mission.



Work That Feels Meaningless

Does your team feel that their work matters?

If your team cannot see the impact of what they do, they stop caring.

Show them the results, the value, the impact.

Life changes.

When your work matters, you show up every day, motivated and driven.



When nothing gets finished

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Research by Dan Riley shows that a team will be more motivated if they see the progress of a project and can tick it off as done.

Versus if a project starts, you change your mind, they work the entire weekend for a deadline, and then you tell them, that the direction has changed and they can delete that file.

Do you visually show their progress?



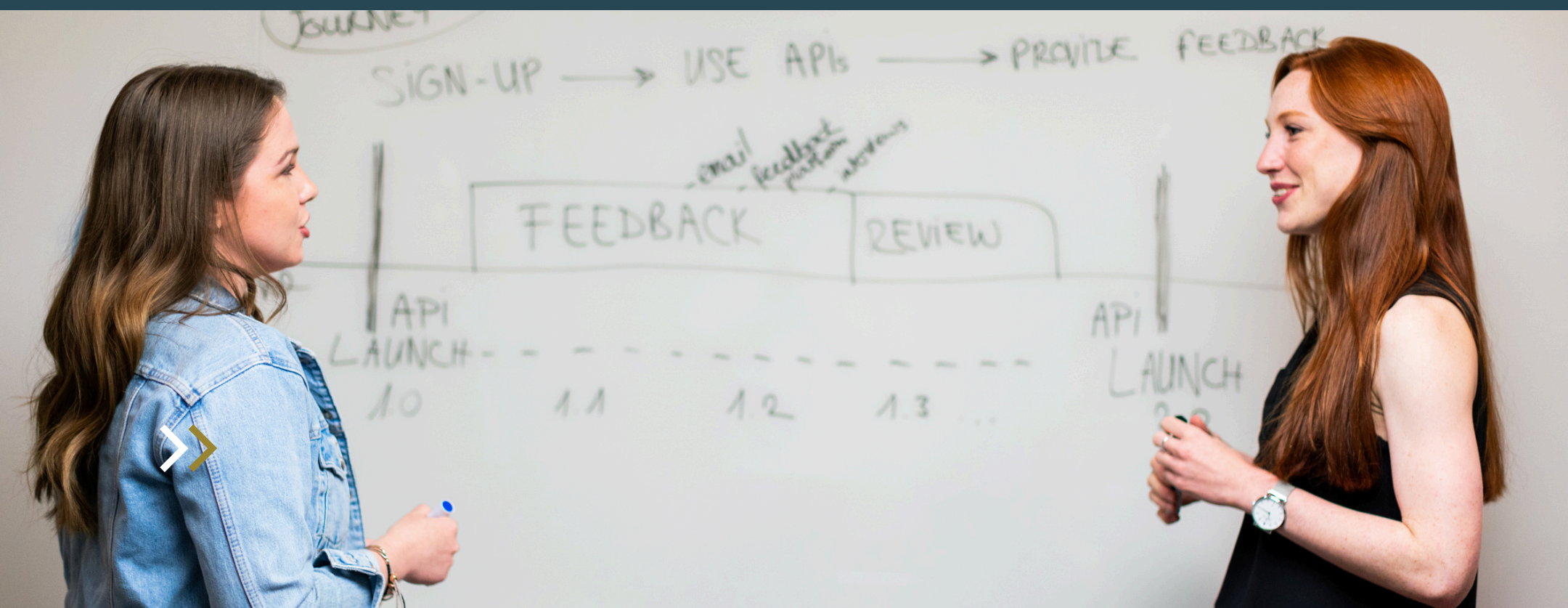
No Real Accountability



Do you simply reward performance or also hold your team accountable for their behaviours?

If toxic behaviours are tolerated, your top performers will see this and seek a culture where bad behaviour is not allowed. They will disengage and exit.

A big crack in teams is a manager that feels uncomfortable in having accountability conversations with their team.



Poor Tools and No Investment in Growth

5

Does your company ensure that your team has the right tools and skillset to do the job?

Are they sitting with slow laptops, outdated software and no access to the latest AI tools?

In a market where speed and accuracy are everything, this matters. Are you investing in your people's development?

Leadership skills. The tools and training that keep them sharp.

If your best people are not **developing, they are leaving.**



The Bottom Line



Attrition is not random. It is created.
You do not retain people with perks. You retain them
with performance environments.
Clear purpose. Meaningful work. Visible results.
Enforced standards. Ongoing growth.
Anything less is an invitation to leave

Where are you losing your people right now?
Book a call with us to Kintsugi your team

Yoke van Dam <https://y-connect.biz>

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The Bottom Line

