

# naomi's BLOG

Naomi Simson is the founder and CEO of leading online gift retailer, **RedBalloon**.



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## OVERVIEW

From a very serious corporate career in marketing to creating a business based on fun **RedBalloon**, this is my journey. In this blog I share what it takes to be an entrepreneur and what I have learned - warts and all. I am also the author of 'I want what she is having' which chronicles the first five years of building of a fast growing business.

Very proud to be awarded **National Telstra Business Womens Award for 2008 in the Nokia Innovation Category**

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## Attachment before engagement

By **NAOMISIMSON** | Published: NOVEMBER 23, 2007

There is not one business owner I've met who isn't talking about the attraction and retention of great people. The conversation then soon turns to engagement and how 'into' and organization some one is.

I was speaking recently to Anthony Sork of Sork HC – and he mentioned that in his opinion there was a missing – really putting the cart before the horse. From research I have read, I know that 30% of people will decide in their first month of employment when they are going to leave an organization. (It might be a year or several – but the pretty quickly assess whether the job and the company is what they expected it to be.)

Anthony says you can't get to engagement unless firstly employees are 'attached' to the business – and the first 120 days are critical to that.

Research completed by Sork HC has shown that over 90% of organisations that suffer a high level of attrition during the first 18 months of employment (coupled with moderate or poor employee performance) also have an inadequate method of Attracting, Recruiting and Inducting their new Employees – that is 'Attaching and On-Boarding'. Sork's research shows that the Attachment Period for a new employee is a critical bonding period of 120 days and directly impacts the "Risk of Attrition" and the proportion of "Discretionary Effort" leveraged by employees during their first 18 months of employment. High levels of Employee Engagement are not possible unless high levels of Employee Attachment are achieved first of all.

The danger for organisations to focus solely on Engagement (trying to move poor, low or moderate engagement to high engagement) are that they are investing with virtually no hope of a return if they have firstly failed to effectively Attach those Employees and indeed new employees currently joining.

The Attachment period is a phase of assessment and evaluation by the new employee whereby a set of both conscious and subconscious criteria are measured known as "Drivers". Every employee does this in every new phase of their employment cycle, but it is most evident and relevant to the huge costs associated with recruitment when a new employee joins from outside the organisation.

Anthony did share with me the drivers – which I'll share in further detail over the next few weeks

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