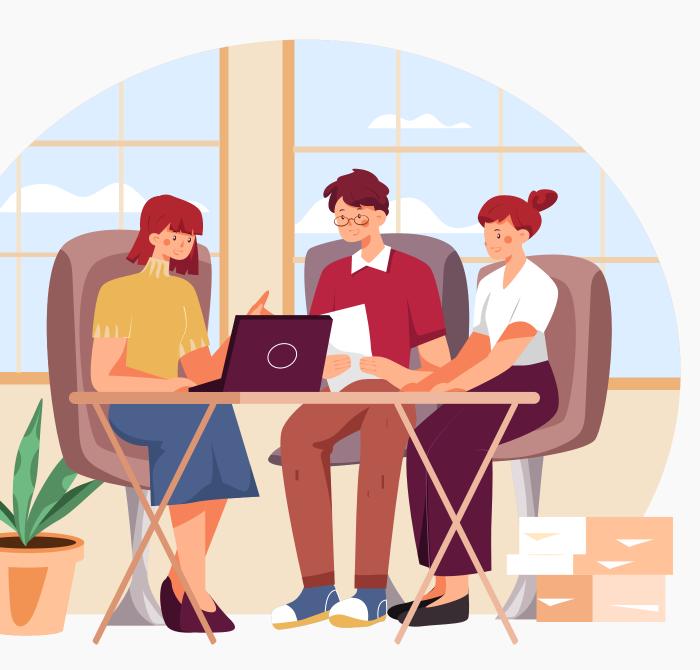# Top Tips for Staff Retention

How do you attract and keep top talent? It's been one of the most important questions that successful businesses have considered for decades!

We see it as a twofold approach in that like any relationship there must be an attraction first followed by retention... Come to think of it the below is pretty much the same in finding any relationship in life so read on, hopefully there are some pearls of wisdom here.

Work on your organisation's reputation

Companies with a great product and high-quality reputation are without doubt more appealing for both top and aspiring professional alike. Ensure your job descriptions capture some of this and link to positive recent PR for your company as it's a window for the candidate into what working for your company will be like.

Involve your team in ongoing recruitment

All businesses really reflect their people and the culture that has been created in the organisation. In our experience they are keen to replicate, develop and protect this culture so if they have a network of bright friends/colleagues they can interest in positions with you, encourage them to do this. We'd wager the fees you can save in recruitment can be vastly reduced and then passed on as incentives to staff that help find other good people.

Openly discuss the importance of work/life balance

The impact of the recent pandemic has focused people's attention on their ability to work from home. Within reason for your company's product / services, offering certain flexibilities can ensure you attract the top talent. Is remote working a possibility for some part of the week? What else is packaged with your job opportunity in terms of 'perks'? It is a case of a two-way selection process in a competitive job market, so the more you can do to demonstrate you are a progressive employer the better.

Be innovative with the channels you use for recruitment

Social media has its detractors of course, however, when used in the right context around the likes of LinkedIn it can again provide innovative content to demonstrate your reputation and show what working for you can be like. Asking your current team to be active on certain platforms can also really help as it then allows you to spot talent and vice versa in areas where industry people are posting. Linking to positive PR and forums are all part of this as it drives traffic to the roles and potential people you are looking for!

Focus on the entire staff group... this is essential

Ensuring your organisation has a content workforce is important, team building events are all part of this but a key part of this is also 'learning.' Any teacher will tell you that students misbehave when they are 'off-task' and not engaged. The same is true for holding your team's attention ongoing...this means .

Next, we switch our focus to how you retain the best people now you've hired them...

Nobody wants a new member of staff to throw in the towel after just one bad day, but a recent survey suggests that approaching 80% of new employees will begin to search for other roles when they have had a negative experience at work in a single 24-hour period. We all have bad days, so the question is how you stop this from happening? Here are our thoughts. continuous professional development is critical. Ensuring CPD for all is at the forefront of your company culture is important and 100% aids motivation

Deliver on that great work-life balance you've talked about in the recruitment process

Not all companies can reduce the working week or make remote/ flexi working a permanent fixture however offering opportunities to be active throughout the day or indeed extra holiday time for high performers can be a real carrot. This is about being creative as an employer and talking to your workforce around what they would like to see as part of their employment package. Adequate rest and downtime lead to better performance and that is simply a fact well researched these days.

Give your employees room to express themselves

The saying goes you have two ears and one mouth for a reason so the best organisations are ones who listen to their teams and provide the environment in which they can thrive. Some of the most successful CEOs describe purposefully hiring people who they understand have way more talents than them in many areas, to be successful. Hiring them is half the job, the rest is then letting them do the job so absolutely avoid micro-managing!

Money doesn't buy their happiness, but it helps...

To ensure the best talent doesn't join or indeed switch over to the competition, the importance of employee remuneration can't be overstated. Companies with the highest productivity and morale are always the ones with the most competitive incentives and salaries. Again, performance bonuses can help here along with company 'perks.'

Some researchers such as the Daniel Pink's of this world downplay the importance that salary plays in the overall scheme of things and yes this is true but only to an extent. Workers need to love their work and have a passion for the cause. However, passion alone doesn't pay the bills especially for those who know their worth in an industry sector, so a competitive salary offer is key.

Work hard to create a positive culture

It's an eye opener to learn that 76% of workers surveyed in a recent poll felt their boss is a problem to the point of 'toxic.' It goes without saying that this leads to reduced productivity and indeed absenteeism.

Therefore, prioritize promoting a company culture where people interact with each other positively and immediately identify what's making any of your employees uncomfortable and solve it promptly.

Let your team know they're valued

Encouragement is everything and employees need to know when they've done a good job. So don't be shy in singing about people's achievements and circulating congratulatory information both internally and of course externally on relevant social media platforms / PR pieces etc. Everyone enjoys a pat on the back so make sure you do it when its deserved.

Final thoughts

It's quite a challenge to find the right employees and even harder to retain them. The key is to find employees who share your vision and keep them engaged with generous benefits, warm words and challenges that bring out their best. At Mindwork we know the importance of employees having the time to reflect and share their experiences in a confidential environment, so if you'd like to know more about how we can help you create a template for happy and content workers that caters for much of the above then drop us a line here.

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