



PRIDESTAFF[®]

YOUR (NEW!) RULES FOR

employee retention

FIVE THINGS THAT MATTER IN **RETAINING EMPLOYEES.**

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WHY DO PEOPLE (REALLY) LEAVE THEIR JOBS?¹



Toxic company culture (62%)



Low salary (59%)



Poor management (56%)



Lack of healthy work-life boundaries (49%)



Not allowing remote work (43%)

CURRENT CONDITIONS: HOW ARE EMPLOYERS DOING WITH RETENTION NOW?

As of July 2022, there were 11.2 million job openings in the United States, according to the Bureau of Labor Statistics (BLS). Voluntary quits were at 4.2 million. But many employees who left their jobs are still unhappy. Increasingly, employees who accepted offers from other companies are finding the grass wasn't greener. Now they are looking to move on to another opportunity or return to their previous employer.

THE GREAT RESIGNATION IS SHOWING SIGNS OF BECOMING THE GREAT BOOMERANG.

This cycle is destructive for the employees who leave, those who stay and the company as a whole. Resignations are disruptive and expensive. The cost of replacing an individual employee can range from one-half to two times the employee's annual salary².

► FORTUNATELY, EMPLOYERS CAN REDUCE RESIGNATIONS WITH A FOCUS ON RETENTION.

TAKE A PROACTIVE APPROACH TO RETENTION

Typically, employers place a great deal of effort (and money) into attracting and hiring new employees. Too often, managers take employees for granted once they are on the payroll. Many workers don't complain; they simply look elsewhere. Managers scramble to hang onto them, but by this point, they have one foot out the door, and it's likely too late.

EFFECTIVE RETENTION IS NEVER REACTIVE

It should be part of every manager's daily interaction with their workers and should figure into company initiatives.

52% of voluntarily exiting employees say their manager or organization could have done something to prevent them from leaving their job³.

HOW CAN EMPLOYERS HANG ON TO THEIR BEST PEOPLE?

- ▶ CONSIDER THESE FIVE THINGS THAT MATTER WHEN RETAINING EMPLOYEES.



1

(TRULY) COMPETITIVE PAY AND BENEFITS

Begin by ensuring salary and benefits meet current industry standards and employee expectations. According to a Pew Survey⁴, 63% of workers who quit a job in 2021 say low pay played a significant role in their decision to leave their jobs.

MONEY ISN'T THE ONLY THING, BUT IT'S IMPORTANT

Keep in mind that for most people, their job is not their life; it's how they pay for their life. A generous salary bump is one of the easiest ways for a competitor to woo your employees away from your company. Their culture and opportunity may not be able to match yours, but the employee may not find that out until it's too late.

DON'T LET YOUR NEWEST EMPLOYEES BE YOUR HIGHEST-PAID ONES

If you had to raise your offer to compete for a new hire, be sure to correct the pay rates for your existing employees. They are bound to find out what the new employee is being paid. Finding out a newbie is earning more is a great way to lose a 10-year veteran.

- ▶ **BENCHMARK YOUR SALARY AND BENEFITS AGAINST INDUSTRY STANDARDS. BE SURE YOU ARE LOOKING AT THE LATEST NUMBERS BECAUSE THINGS ARE CHANGING FAST.**



2

MEANINGFUL WORK RELATIONSHIPS

While job seekers increasingly recognize the tendency for “we’re like a family” to be a red flag, work relationships are still an essential part of a positive working experience. In McKinsey research⁵, 54% of those who left their employer or are thinking about it cited feeling their work was not valued. Fifty-one percent said they lacked a sense of belonging.

THE IMPORTANCE OF CONNECTION

How can employers encourage meaningful and authentic relationships to thrive?

Foster a sense of trust. People don’t ask questions because they feel like they are supposed to know what they’re asking about and don’t want to reveal knowledge gaps.

Be more approachable. Unhappy employees often complain to coworkers, not to people who can do something about the problem.

Reach out to remote workers. While working from home offers many advantages, some workers report feeling disconnected⁶.

Treat people with kindness. It costs nothing to mind your tone and show interest in an employee’s wellbeing.

Commit to being transparent. Communicate company plans and vision for the future so employees feel they are working toward a common goal.

- ▶ WHILE YOU CAN’T DO ANYTHING ABOUT THE JOBS THAT DROP INTO SOMEONE’S LAP, HAPPY EMPLOYEES DON’T USUALLY LEAVE.



3

AVAILABILITY OF ADVANCEMENT OPPORTUNITIES

Lack of opportunities for advancement at their current employer is cited as a factor for a significant number of job-changers. According to a Pew Survey⁷, 63% of workers who quit a job in 2021 say lack of opportunities for advancement played a significant role in their decision to leave their jobs.

DON'T TAKE EMPLOYEES FOR GRANTED

When you bring in outside candidates for desirable positions or neglect the professional development of your team members, you teach them the best route to more money, responsibility and respect is found outside the company.

HELP THEM PLAN FOR SUCCESS – WITHOUT LEAVING

Every employee should know the next step in their promotional path, an approximate timeline and what it will take to get there. Help them close any eligibility gaps (do they need a certification? Supervisory experience?) to remove obstacles to advancement.

REALLY TALK TO EACH EMPLOYEE

Even employees who say they are happy where they are and don't want to change deserve a conversation. Find out what they like most and least about the job and possibly what they fear about change. They might be afraid of ending up reporting to a manager with a negative reputation.

Perhaps they don't want to take on increased responsibility because of family obligations. If they don't discuss this with you, they may be disappointed in three to five years when they are ready to move up and find they are not eligible for the promotion they hope for.

- ▶ **PLENTY OF PEOPLE WOULD RATHER HAVE A JOB THEY DON'T HAVE TO THINK ABOUT AFTER CLOCKING OUT THAN CLIMB THE CORPORATE LADDER. YOU HAVE TO KEEP THEM HAPPY TOO!**

4

LIVABLE WORK-LIFE BALANCE

Balancing the need to make a living with the desire to spend time with family, friends and hobbies is critical to preventing burnout.

WALK THE WALK

Managers must lead by example if they expect employees to follow. Take time for lunch. Use your vacation time. If you must send emails during non-work hours, make it clear you don't expect an immediate answer.

“Hey, I've gotten the kids to bed, and I'm banging out some emails while I watch Survivor. Don't even look at this until you've had your coffee – and I don't need an answer till the end of the week.”

TAKE TIME OFF

Working from home is great, but it's no substitute for time off. It benefits everyone if someone with a mild cold doesn't come in and spread their germs to the whole company, but some people are working through major illnesses rather than taking a sick day and resting – often prolonging their illness.

Remote work can offer employees the opportunity to become digital nomads, but they still need vacation time. If you're in Marrakesh but too busy to get out of your hotel room, you may as well be back in the office.

ARE YOUR EMPLOYEES QUIET QUITTING?

The concept of “quiet quitting” has dominated employment news. Employers bristle at this idea because it sounds like people are only doing the bare minimum. But take a minute to listen to what employees are saying – they are stretched thin and burned out.

They are reacting to being “punished” for doing a good job. An employee leaves; a coworker picks up their slack. They do such a good job the employer decides not to replace the departed employee. That employer has just taught the employee not to be a team player.

They are pushing back on wage theft – “Clean up the stockroom before you leave but punch out first. You have too many hours this week.” Or “You're required to be here at 8:45 but can't punch in until 9:00.”

▶ PRACTICES THAT FOSTER RETENTION ARE THE SAME THAT MAKE QUIET QUITTING UNNECESSARY.

5

RECOGNIZING EFFORT AND ACHIEVEMENTS

The link between recognition and retention is surprising, but supported by statistics. Of 1,500 respondents to a survey by SurveyMonkey and Bonusly⁸, 82% consider recognition an important part of their happiness at work; 63% of those regularly recognized at work reported being “very unlikely” to look for a new job in the next 3–6 months.

On the other hand, 44% of 1,700 respondents to an Achievers survey⁹ cited lack of recognition as a contributor to their decision to switch jobs.

EMPLOYEES WANT TO FEEL SEEN

Employees who receive a level of recognition that matches their needs and expectations are 56% less likely to look for other job opportunities¹⁰. They are three times as likely to feel loyal to their organization and report feeling engaged and appreciated.

- ▶ **THEY SEE THEIR ORGANIZATION AS A PLACE WHERE THEY BELONG, CAN ADVANCE THEIR CAREERS, AND WOULD RECOMMEND THEIR ORGANIZATION AS A GREAT PLACE TO WORK.**



HIRE FOR RETENTION WITH PRIDESTAFF

PrideStaff can help you find good people and encourage them to stay for the long haul. We'll work with you to develop a strategy to attract fresh new talent to your organization, while helping keep your existing team happy and motivated.



PRIDESTAFF®

Our Mission:

Consistently provide client experiences focused on what they value most.

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