

# Ep 34: 4 Strategies for Attracting and Retaining Quality Employees

**It needs to be more than just the money**

- Offer limited time incentives that are delivered over time.
  - Give them a reason to join now and stay on by offering enticing incentives that are allocated over time. It is hard to walk away from free stuff.
  - Examples: bonuses or PTO that are distributed at 3, 6, 9 and 12 months, point systems that allow accrual for gifts, referral programs that bonuses them and the referral at hire and for staying.
  - Watch-out: Be fair and equitable to your existing employees or there may be backlash.
- Be a company people want to work for.
  - Make sure your benefits packages consider the wants and needs of your rising workforce.
  - Develop good management! People leave bosses not companies.
  - Have a mission and culture people feel compelled to be a part of.
  - Build your reputation in the community and industry.
- Remove barriers.
  - Make it easy to apply and interview. Almost everyone has a mobile phone, but not everybody has a computer, printer or even access to reliable transportation.
  - Consider child-care and transportation assistance or vouchers. These may take time to negotiate but could be a HUGE differentiator.
  - Create a safe and inclusive environment for all.
- Invest in employee development.
  - Give your employees opportunities to grow their capabilities and minds.
  - Have a clear process for advancement whether it is in title or development.
  - Consider providing assistance for advanced degrees as well as certifications to grow skills and value.

**Areas to address immediately are:**

1. \_\_\_\_\_  
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2. \_\_\_\_\_  
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3. \_\_\_\_\_  
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**Action Plan:**

Action	Timing	Progress	Complete