

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 allows them to accrue 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 maybe 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 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. _____

2. _____

3. _____

Action Plan:

Action	Timing	Progress	Complete