



Latest Episode



ANNE VS APRIL: WEEKLY POV

Is the gig economy the reason why companies can't find and retain employees?

Anne: I think it is definitely one of the reasons. One thing we learned during COVID that we can't unlearn is the freedom and flexibility we got working remotely. So, it seems natural that people will want to maintain this, which makes it very difficult for businesses where it is essential for the workers to be at work (i.e. manufacturing, restaurants, retail, service oriented, etc.). One of the biggest ways to attract and retain employees is by making your business an irresistible place to work. Find out what that looks like. As an example, my stepson works at a senior facility. Not only do they feed him lunch and let him take home leftovers for dinner, but he gets a bonus for perfect attendance. You may roll your eyes, but it could work for you!

April: I feel like there are many reasons this is happening, but this is definitely one of them. As companies look to return to more in person in whatever capacity that looks like, they worry about the reality that people will not want to come back to the office. The world has gotten used to being flexible and the definition of how work can look has changed. I am a big fan of companies coming up with out of the box solutions, as well as having transparent conversations around the anxiety associated with returning to the office. Ask people what will entice them and then respond in kind. Also, be willing to be flexible where you can to accommodate and compromise. If people feel seen and heard, they are more likely to be loyal and you are more likely to stand out and attract good talent.

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