

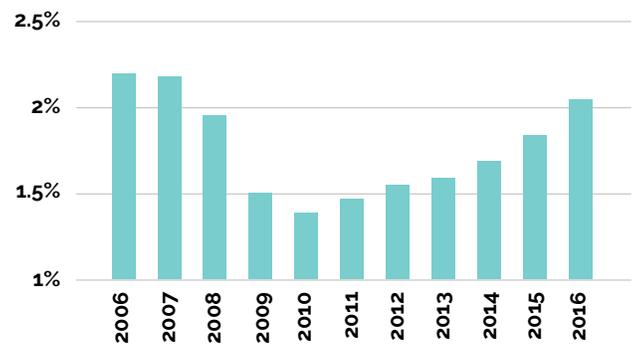
that's  
good HR

# Employee Engagement: 8 Tips for Retaining Top Talent

*The future looks rosy for job seekers these days.*

Employment opportunities abound in both skilled and unskilled arenas. And there's an optimism and vibrancy in the U.S. labor market that we have not seen since the early 2000s\*. Workers are confident about their abilities to find good jobs. So confident, in fact, that they are willing to quit one job without having another lined up.

**NATIONAL QUIT RATE 2006 - 2016**



So where does that leave you as an employer? It's up to you to keep your top talent engaged so they aren't tempted to jump ship. The good news? There are some simple changes you can make to increase the likelihood that your best employees will stay put. We've pulled together eight tips that you can implement now.

\*<http://www.bls.gov>

# 8 Tips for Retaining Top Talent

- 1. Attach meaning to your employees' work.** American workers want to feel like they are doing meaningful work. They want to feel that they are part of something bigger than themselves, something significant. Convey this significance by regularly sharing company-wide and departmental goals, having open communication lines, and giving positive feedback whenever possible.
- 2. Celebrate together.** Boost morale and build employee relationships by having fun together as a team. Whether it's an informal after-work get-together, a holiday party, or the celebration of a big win at work, make sure you regularly celebrate together.
- 3. Be flexible.** Inflexible policies and rigid schedules can be a nightmare for employees, breeding discontent and low morale. Be fair and flexible when it comes to when and where people are allowed to do their work. Also, be compassionate and open-minded when employees face unexpected happenings in their lives such as sickness, personal crises, or even positive opportunities like a chance to further their education or go on a trip.
- 4. Treat your employees like humans.** This sounds like a no-brainer, but it's easy to overlook when you're in the day-to-day grind of things. It might be as simple as making direct eye contact when you speak with employees, or remembering someone's birthday or the name of their kids. Remind yourself regularly that your employees are people with real lives outside of work, just like you.
- 5. Set a good example.** It's *critical* for leaders and managers to lead by example. Make sure you as a leader are modeling the kind of behaviors and attitudes you desire your employees to have.
- 6. Lean into employee strengths.** The vast majority of American workers are disengaged or "checked out" at work, according to recent Gallup polls\*. One way to turn this around is to spend time discovering the natural strengths and giftedness of your employees. Once these are identified, do everything you can to tailor job duties to leverage these strengths. People almost always thrive when they are doing what they were naturally wired to do well.
- 7. Invest in culture.** Create a desirable workplace by looking for ways to inject fun and corporate pride into work. Lighten things up when you can and provide incentives for top-notch performance.
- 8. Don't skimp on perks.** With unemployment as low as it is, now's not the time to be stingy with benefits, professional development, competitive pay, or other perks. Be creative and come up with ways to make your workers' jobs more desirable.

**The labor market may be tight, but you can hold on to your star employees. Set aside some time to make this a priority—before it's too late. Get your company leaders on board and start implementing some of these changes today.**

**Need help finding new top talent? Get in touch.**

Or connect with us:   

