



Were Hiring

Employee Retention Strategies to Keep
Staff and Hiring People that will Stay

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The Great Resignation



Are you experiencing the “Great Resignation”? This has been happening before COVID and before people were given stimulus checks. The rise of people leaving their jobs started to climb the charts in 2009. During the pandemic, older people were able to retire, the rise of people returning to work, but daycares and schools were closed leading to childcare issues, many did not think it was safe to return to work, relocation became an option, and the rise of remote work became available.

People found a way to leave their jobs that they were no longer happy at, and employers let staff go because of the shutdown. Some businesses took a big financial hit. Many businesses were not able to rehire staff back and some took it as an opportunity to not have employees return. I believe it is much of both equally. Now that the world is going back to being normal, the staff is needed. Employers are struggling with finding staff and keeping them.

The Great Resignation



From my past experiences, I have left jobs for many of the reasons people have left theirs. I worked long hours, I had childcare issues, no formal training for a new position, I worked with low pay, I did not have benefits and I did not see any growth for advancement which made me become bored.

I am not here to side with who is right or wrong. I am here to show you how to value your current staff and hire people who will stay and be an asset to your company.

Check to see if you are in regulation with your state minimum wage
<https://www.dol.gov/agencies/whd/minimum-wage/state>

Employee Experience



What is your employee experience? What comes to mind when you think of this question? Are your employees happy? Why should someone work for you? Are you providing a satisfying productive environment?

I see businesses in all industries struggling with finding staff. Business owners and managers are telling me the same story. "I cannot find someone with experience, they do not show up for interviews, they do not stay long, and they quit after a brief time of working.

Are you making decisions for hiring based on desperation and choosing the wrong person?

The Employee Experience



Are you giving current workers opportunities to advance their skills, did you show appreciation for the staff who came in during and after the pandemic? I have heard frustration of companies who offer sign-on bonuses to join their businesses while not giving current employees the same incentive.

Are you having reviews and annual raises?

Keeping the Team Motivated



If you have not already done so, thank your staff for a job well done. Show them you appreciate them. Show them that you value their loyalty by staying with you.

Acknowledging your team by saying, “thank you, I appreciate you” can make someone feel better.

Work Environment



When an employee comes into work, is it a pleasant feeling from management or are they coming into a hostile workplace? We all have bad days but walking in with an attitude can change the energy and bring down the mood of your whole team. Not having respect for your team, no communication, talking down, or insulting them in front of customers can lead to insecurities and negative feelings.

Much has happened since the pandemic. People lost loved ones, spouses or partners lost their jobs and they are primary breadwinners at home, and some suffered from mental health issues.

Speak with your staff in private with a respectful tone and let them know and make them feel they can have open communication; you are supportive and if needed suggest they seek professional help.

Here are 12 tips to keep employees engaged and motivated.

Work Environment



How does your place of business feel, look and smell? Walking into a dreary office can set your mood/energy off. Brighten the office with natural light if you can or change the lighting in the office with new bulbs. Low dull lights can make you feel tired and nonproductive. Change the furniture and decoration in the office. I walked into many offices where it had not been changed and I felt like I took a step into my childhood.

You can redecorate on a budget by visiting furniture stores and seeing what is on clearance or visiting sites selling furniture at a discounted price. Add new artwork to the office. I had a job where my desk faced a wall, and I had no windows. When we added a painting to the wall, it made my mood change and I automatically felt better and not closed in my space.

Essential oils have anti-viral, anti-bacterial, and anti-fungal properties. Inhalation of lavender, lemon, jasmine, rosemary, or peppermint can cause many changes in the body and can help improve job performance. Buying an air filter for the office will clean your office of dirt, mold, pollen, and bacteria.

Why should I work for you?



One of the number one questions employers ask is why should I hire you? Employees give you their best answers of what they can offer and bring to your company. But now the circumstances have been reversed. Employees are asking why should I work for you?

I have personally looked at reviews about a company's workplace and declined to apply because of bad reviews. Yes, some disgruntled employees can leave with a sour feeling, but is there any truth to the reviews left?

Do you offer benefits, incentives, time off, and do you have a welcoming team? Most jobs do not offer the following and have team members who do not help with onboarding fresh staff.

This leaves new hires to feel abandoned with trying to learn new things on their own. Which leads to frustration and them quitting.

A Team that will Stay



- Highlight your current team. Show recognition for a job well done. Give out gift certificates or bonuses and share on your social media page with a video or photo showcasing employee of the month. Or this is something you can do privately.
- Step outside of the office. Take the staff out to lunch or dinner. If you are working on the weekends, stop and get breakfast or have it delivered.
- Visit the bowling alley, host a BBQ, mini-golf, hiking, or book a walking tour. Volunteering in your local community is rewarding and may bring in new customers. (schools, community centers, and churches

A Team that will Stay



- Offering benefits such as a 401k plan, medical insurance, paid time off, or if you can a 4-day workweek.
- Having productive office meetings to discuss goals and pain points in the office.
- Schedule time to train new hires and cross-train your current staff.
- Partner with local businesses to offer staff discounts: gym, yoga studios, and healthy food stores. Will show staff you care about their mental awareness.
- Offer mentorship, school, or online training courses for advancement opportunities
- Visit schools and career counselors to offer hands-on internship/training that can lead to employment

A Team that will Stay



Having the reputation of being a good boss and having a company that cares about its workers is a huge benefit. Listen to what your staff has to say and let them know their opinions count. Having a staff member present during the interview process can help with making the right decision in hiring unfamiliar staff.

For a Free Consultation Contact me Today

Call

(973)646-4512

Website

ingramcreativeconcepts.com

Email

ingramcreativeconcepts@gmail.com

