

# Attraction & Retention

QUARTERLY NEWSLETTER  
2nd QUARTER 2019





# Market Recap

## 5 Ways to Keep Employees From Jumping Ship

Low unemployment rates can stimulate employees to start finding other jobs, since they know employers need the labor. When you consider that half of employees in the U.S. are already actively searching for new jobs, an employee exodus seems chillingly probable. Don't bank on your business being the one these hypothetical employees will flock to—focusing on potential employees may lose you the ones you already have. Here are five tips for keeping your employees on board.

### 1) Follow up after onboarding.

It's standard practice at many businesses, but the importance of a progress review cannot be overstated. After you onboard an employee, meet with them no later than 90 days after to check how they're doing. A helpful presence during the first few months is critical for keeping employees.

### 2) Consider flexible policies.

Whether it be flexible scheduling or flexible paid time off, employees who have more say in when they work are more engaged with their companies. Having autonomy empowers employees and helps build trust with your organization.

### 3) Recognize quality work.

Your company would not exist as it does today without your employees. Show them how much they matter by recognizing their hard work. Don't feel constrained—recognition can be any

sort of reward, like a pizza party, paying a happy hour tab or having early release on a Friday. If you don't know what employees would like, just ask them!

### 4) Promote and facilitate growth.

Room to grow professionally is a common lure for candidates. Employees don't want to stagnate in a role—they want to learn and grow. Having a clear path for career development can encourage employees to grow and move into other roles at your company, instead of looking for those opportunities elsewhere.

### 5) Show you care about comfort and technology.

Nothing says "we only care about the bottom line" louder than providing employees with outdated tech and uncomfortable furniture. Show employees you're invested in them as much as you are the company. Consider surveying your workforce to gauge what comfort upgrades they'd value the most.

Statistics source: The Kaiser Family Foundation Employer Health Benefits 2018 Annual Survey

MARKET  
RECAP





# Securing Talent

## Retain Your Talent With Wellness

It's no secret that employees want to work for a company that appreciates them. And in a tight labor market, employees have their pick. Knowing this, how can you show workers you care? Start with wellness.

Wellness initiatives vary widely between organizations, but the premise is the same: promoting better employee health. This might mean offering healthy snacks in the breakroom, providing fitness trackers or hosting a fitness area. It could even be something more imaginative, like building in time during the day where employees are encouraged to walk around outside. Whatever shape your wellness initiatives take, they can help retain employees—even if they don't use them.

According to a survey by Optum, the health services company, employees find wellness programs essential to their job satisfaction, even if they don't use them. But the lower the number of initiatives offered, the lower the amount of satisfaction employees feel. Fifty-three percent of respondents said they'd recommend their company as a great place to work if it offered seven to eight wellness initiatives. When a company offered one to four initiatives, respondents' likelihood of recommending it was cut in half—to just 24 percent.

These figures illustrate how critical a well-rounded benefits package can be for retention. Offering quality benefits is a start, but you can go a step further by providing a suite of wellness initiatives. At best, employees will be healthier and more satisfied with their jobs. At worst,

they will appreciate the effort and still recommend your company as a great place to work.

You're already offering benefits and educating employees on them, so why not do the same for wellness? Covering topics like health conditions, physical fitness and personal finance can be a great way to dip your toe into wellness without breaking the bank. We offer a wide range of wellness materials created with your employees in mind. Speak with us today to see everything that's available to you.



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# Securing Talent

## Keep an Eye on These 3 Trending Retention Issues

Attracting qualified candidates is a constant struggle, and it's made that much harder by the tight labor market. Low unemployment means more opportunities, and that can make talented employees start eyeing greener pastures. This means now is the time to hunker down and focus on your attraction and retention energies. Here are the top three areas to concentrate on:

### Loop in Employees

We've all heard the phrase "nobody tells me anything." Sometimes it's a joke, but for many employees it's a source of major job dissatisfaction. Employees want to know what's happening at the higher levels of their company, not just the day-to-day decisions of their department. If you

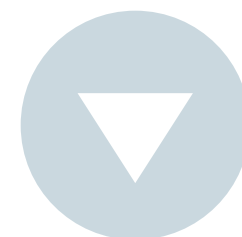
want your corporate goals to make an impact, employees need to be looped in. Employees kept in the dark about big changes too long may seek a company that communicates more transparently.

### Manage Resources More Effectively

Do you have an HR team, or do you just have people working payroll and handling day-to-day tasks? If your HR department isn't working to improve employee productivity and company culture, you have the latter. The ideal HR team would spend a lot of their time working on big picture improvements for your business. Spending all their time reacting to everyday responsibilities can detract from efforts to make your company more attractive to candidates. Consider purchasing an HR solution or designating specific roles to free up some of their valuable time so they can focus on strengthening your workforce.

### Hire the Right People

Bad hires happen to the best companies—there's no avoiding it. However, once it happens, you need to do something about it quickly. If you determine an employee isn't the right fit for whatever reason, get rid of them before the situation worsens. Bad employees can lower morale and waste valuable resources, and the costs only rise over time. If you're deterred from terminating someone because it took so long to hire and train them, just remember you will need to do it eventually if the individual does not improve. It's best to spend the time finding a more suitable hire.



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# Workplace Outlook

Each month, the Bureau of Labor Statistics (BLS) surveys around 149,000 businesses and government agencies, and publishes the data the following month. This information offers a snapshot of the country's employment health and growth. Below is the data for February 2019, the most recent month available.

## Unemployment rate:

3.8 percent (down from 4 percent)

## Total nonfarm\* payroll employment:

20,000 new jobs (down from the 311,000 added in January, but still trending upwards)

## Primary job gains:

Professional business services,  
health care, and wholesale trade

- **Professional business services:** +42,000
- **Health care:** +21,000
- **Wholesale trade:** +11,000

**Average job growth over past three months:** +186,000

Statistics source: Bureau of Labor Statistics

\*Nonfarm: goods, construction and manufacturing companies in the U.S. The data excludes farm workers, private employees, and nonprofit organizations.

WORKPLACE  
OUTLOOK

