



## Retaining Talent in a Competitive Market

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Presented by:  
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## Agenda



Agenda

- Defining Employee Engagement and Contributing Factors
- Satisfaction Surveys
- Action plans to increase engagement
- Developing a targeted recruitment plan
- Synchronizing recruitment and engagement
- Strategies to Improve Employee Retention

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### Employee Engagement Overview

- Employee engagement relates to the level of an employee's commitment and connection to an organization
- Higher levels of engagement promotes **RETENTION**
- Employee engagement has a direct correlation to an organization's financial stability and profitability
- No one-size-fits-all approach to employee engagement

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### Importance of Engaged Employees

- Employees who are engaged:
- Have a rational, emotional and motivational connection with the company
  - Are loyal and more easily retained
  - Are advocates (brand ambassadors) of the company and its products and services
  - Boost company culture and moral
  - **The greater an employee's engagement and commitment, the more likely they are to deliver excellent, rather than average or ordinary performance**

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### Measuring Employee Engagement

- Create a satisfaction survey
- Listen
- Define current level of engagement
- Identify problem areas
- Create an action plan

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### Employee Satisfaction Survey

- Ensure survey is 100% anonymous
- Determine survey design:
- Develop survey based on desired outcomes
- Prepare report to summarize findings and define recommendations
- Create an action plan
- Communicate results with employees

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### Sample Satisfaction Survey

The Employee Engagement Survey is designed for you to anonymously rate your satisfaction and engagement in the broad areas of engagement. The purpose of this process is to help improve working through a broad survey in order to identify areas of engagement to consolidate and improve. The results and action plan from this survey will be shared with staff in a timely manner.

Please rate each item according to the rating provided below, and provide comments to discuss your views.

Your input will remain strictly confidential. All findings will be summarized into a final report and action plan which will be shared with staff.

- 1 - STRONGLY DISAGREE - Completely fails to meet expectations
- 2 - DISAGREE - Somewhat fails to meet expectations
- 3 - NEITHER AGREE NOR DISAGREE - Indifferent or a satisfactory level
- 4 - AGREE - Somewhat meets expectations
- 5 - STRONGLY AGREE - Completely exceeds expectations

Employee Engagement Survey	Overall Score (1-5)	Comments
You have a good understanding of the mission and the goals of the organization.		
Your values and the organization's values are aligned.		
You discuss expectations with your supervisor.		
You feel about the same work.		
You have good working relationships with your colleagues.		
You feel good about training and work environment.		
You know what is expected of you at work.		
You are motivated to contribute your skills and experience of your job.		
You would recommend the organization as a good place to work.		

What do you like most about working at the organization?

What could the organization do to improve your working experience?

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### Satisfaction Survey Action Plan

- Create action items based on results
- Define who will be responsible for implementing action items
- Create a timeline with expected completion dates.
- Define goals and expected outcomes (SMART goals)
- Communicate with employees

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**Employee Population Breakdown**

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### Employee Population Breakdown

Segment your employee population into the following categories:

- **Actively engaged**
  - Loyal and Productive
  - Understand company's mission and vision and want to contribute to achieving company goals. Know what they need to do in order to accomplish goals.
- **Not Engaged**
  - "B" and "C" type players
  - Don't fully understand how to achieve company goals, or what their role is within achieving goals.
  - "Enthusiasts" want to do the work needed of them, but aren't sure of what to do
- **Actively Disengaged**
  - Simply working for a paycheck
  - Self serving; company's goals and future success are of no consequence to these individuals

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**Demographic Analysis**

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### Demographic Analysis

- After studying your organization's employee population and separating into groups based on engagement levels, further analyze for any commonalities within groups to build strategies to meet engagement needs
  - Experience Level
  - Role within organization (Associate, Supervisor, Manager, etc.)
  - Compensation tiers
  - Advancement (prior or future)
  - Knowledge base
    - Properly trained?
    - Continuing education and development

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**Contributing Factors to an Engaged Workforce**

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### Contributing Factors to an Engaged Workforce

- Effective leadership with well defined messaging and goals
- Clear job responsibilities and expectations
- Comfortable and stimulating work environment
- Open and continuous communication between all levels (C Level/Ownership, Management, Associates)
- Opportunity for advancement with a defined and well outlined progression
- Training, professional development and continuing education
- Fair and appropriate recognition, compensation and incentive systems
- Social or Team-Building events
- Regular performance reviews with well defined takeaways

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## Synchronizing Recruitment and Engagement

- Employee Engagement starts with your recruiting methods
- Choose the right employees for your organization
  - Engagement will increase when employees are connected with their team
  - Have a clear outline of what you are seeking from a potential new employee:
    - Company Culture Fit
    - Personality and attitude as it pertains to managers, colleagues and other departments
- Hire for Long-Term Engagement
  - Hire the right candidates – never settle. It is better to delay the hiring process than to hire someone who is not a good fit for your organization
  - Base hiring decisions on not only current, but long term needs and expectations
    - They may be a good fit "for now" or based on a pressing need, but do they fit with the long term vision of your organization?
- Onboarding of New Employees
  - Ensure seamless integration of new employees into company culture
    - It is important that new employees immediately feel engaged and like a productive member of the team
  - Have well defined expectations set from the beginning of new employee's tenure
    - Company Vision and Mission
    - Individual and Organization Goals

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## Strategies to Improve Employee Retention

- Help your employees plan their future
  - Ensure employees understand potential opportunities for them
  - Explore and define mutually beneficial career growth
- Provide development opportunities
  - When employees can see their true potential, they become more engaged in their work.
  - Develop programs that deliver tools and resources which allow your employees to grow

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Train people well enough so they can leave, treat them well enough so they don't want to.

Richard Branson

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Contact Information



## Contact Information

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