Employee Retention and Engagement Tactics

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People. Strategies. Results.
Retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time.

It is beneficial for the organization as well as the employee.
Why Retention Is Important

- The cost of turnover
- Loss of knowledge
- Interruption of service
- Change leads to more change
- Regaining efficiency
- Customer service can suffer
Reasons Why Employees Leave

- Job is not what the employee expected
- No growth opportunities
- Lack of appreciation
- Lack of trust and support
- Stress from overwork
- Compensation
- New job offers
- School
So...How do we retain employees?
Keep Employees Engaged

Definition: Employee engagement is the emotional commitment the employee has to the organization and its goals.

This emotional commitment means engaged employees actually care about their work and their company.
Employee engagement is not the same as employee satisfaction.

- Satisfied employees are merely happy or content with their jobs and the status quo. For some, this might involve doing as little work as possible.
- Engaged employees are motivated to do more than the bare minimum needed in order to keep their jobs.

Employee satisfaction...

- Only deals with how happy or content employees are and covers the basic concerns and needs of employees.
- Does not address employees’ level of motivation or involvement.
Why Engagement Is Important

- Employee Retention
- Productivity
- Morale
- Creativity
Employee Engagement Trends
Many job functions don’t require employees to physically be at work every day.

- 75% of workers said they experience greater productivity at home. They encounter fewer distractions, less stress from commuting, and fewer office politics. (FlexJob)
- 62% of millennials are willing to switch to gig economy within the next 2 years. (Deloitte)
Culture of Care and Compassion

People still inherently seek compassion, appreciation, and recognition.

- Emotional intelligence is one of the most important aspects of any business today; it is responsible for 58% of your job performance.
- Leaders motivate employees and enhance productivity and efficiency through communication and high visibility.
- Millennial and Gen Z employees seek a greater sense of belonging to their organization.
Diversity and Inclusion in the Workplace

When people from different parts, ethnicities, traditions, and social structures come together, they bring new and unique ideas to the table.

- Organizations should consider giving more prominence to diversity and inclusion.
- When employees feel valued and included, they can be their authentic selves leading to increased engagement.
- Organizations with a diverse, fair, and just culture, experience a more innovative, creative, and engaged workforce.
Today’s employees seek career progression more than anything.

• They want to be in a job that helps them grow as an individual, personally as well as professionally.
• They want to progressively shape their careers with every job-role they play.
• 47% of higher educated workers said a limited career path could get them to leave a job. (Randstad)

Organizations should consider investing more in learning and development programs and proper mentoring programs.
Mental Wellness

Mental health is a big issue in the workplace today. It causes a loss of over 70 million working days every year.

• The top five stress symptoms are fatigue—sleeplessness, aches and pains, anxiety, and weight gain.
• Desk-bound employees are one of the prime sufferers of mental illnesses.
• Organizations can create awareness, identify the factors triggering stress and take the necessary steps to create a healthier work environment.
Interesting and Challenging Work

Interesting and challenging work is one of the long-lasting motivators for employees.

• Employers and managers can utilize good performance management systems, reciprocal feedback systems, goal-setting, and suggestion systems as engagement tools.

• Gen X and Gen Z employees are characterized as critical thinkers and challenge-seekers; therefore, problem-solving is in their inherent nature.
Building Engagement

- Understand what employees want; focus your efforts on priority issues and priority populations; find out what can and will drive engagement.

- Gain leadership buy-in; to engage your employees you should first engage your managers.

- Provide support, resources, and tools to managers; hold them accountable to engagement practices in their daily work.

- Encourage a culture of collaboration; employees can gain inspiration being involved in ideation with other colleagues.

- Stick at it—engagement takes time and is a long range goal.
Best Practices for Engaging Employees

The relationship between the employee’s manager and the employee is the point of most leverage. Supervisors can:

• Earn trust by being open and vulnerable (admit mistakes, listen to feedback, encourage cross-organizational conversations, etc.)
• Have regular conversations with employees (What’s going well? What’s not? What can I do to help you be your best?)
• Learn employees’ passions and strengths and figure out how to let employees use them in their job (this may take creativity and expansion of job descriptions).
• Look for developmental opportunities to give employees and support them in their growth
• Show appreciation in meaningful ways (ask employees what is meaningful to them).
Wrap-Up

What is something you do, or could do, to inspire others to stick with legislative service, based on what you learned today?
Questions?

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