

ATTRACT + RETAIN

It's one thing to attract the best employees.

The question is: how do you hang on to them?

Here we look at a few proven strategies for retaining your top talent, especially during uncertain times.



ATTRACT + RETAIN

Every employer in every business wants to keep their most valued people. Human resources are your prime asset, driving performance and keeping you competitive. They are an investment in your prosperity.

PROSPECTS FOR ADVANCEMENT

So how to attract and retain the sort of talent that is going to ensure that you survive and thrive? It's a myth that during times of recession, people will stay in their current roles simply for security. This is especially true of your best staff who may be frustrated if they don't foresee any room for advancement.

THE DIPLOMACY OF LAYOFFS

In this uncertain economic climate, downsizings have been unavoidable. How you manage the process is all-important. You have to show staff that you care at every step of the way. From communicating the news with kindness and genuine concern to offering fair severance and outplacement, you must be compassionate, efficient and helpful. Layoffs can have a profound effect on the morale of an organization, especially for the employees that remain.

BUILDING FOR TOMORROW

Whatever the impact of the economic downturn, businesses need to continue to focus on the future. Having the right people in place will ensure you are well positioned as the economy returns to growth.

FIVE WAYS TO ATTRACT AND RETAIN GREAT EMPLOYEES

1

COMMUNICATION

Make sure you talk to people. Let them know what's going on. Good news or bad, your staff will appreciate open and honest communication.

2

CHALLENGING WORK

The people you want to retain will welcome challenges. Stretch them to rise to their potential. Let them feel part of the solution.

3

SKILLS DEVELOPMENT

Continue to ensure the educational and professional growth of your employees. Invest in their ongoing professional development.

4

WORK ENVIRONMENT

Be flexible. Allow your people to do what it takes to maintain a balance between work and home.

5

RECOGNITION + AWARDS

Acknowledge the hard work and extra effort of your staff. Non-cash rewards – perks, time off, a personal “thank you” letter – can be very cost effective ways of showing how much you appreciate them.



There is no escaping the cyclical nature of the economy. Your goal should always be to hire and retain the best people available.

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