TIPS TO FIND, KEEP & MOTIVATE YOUR TALENT

Now more than ever, your multi-generational workforce seeks a fulfilling workplace that adds value to their lives. To attract, keep and motivate your employees, here are proven strategies based on recent trends.

1 ATTRACTING EMPLOYEES:

Pay appropriately and transparently – With technological advancements, and the rise in discussion forums and publicly available pay data, many employees are accessing crowd-sourced data and other insights that suggest the value of their jobs. Providing competitive pay to potential employees isn't only fair, but essential to attracting them.

Provide more workplace flexibility – The ability to work from home, flexible hours, and flexible PTO options are just some of the most popular, and effective, trends.

Support employees throughout various career stages – Showcase how you develop talent. Employees value a clear path to success, both in your workplace and their careers.

Consider individualized benefits packages – Stand apart from organizations offering more traditional packages by providing customizable benefits options.

2 RETAINING & MOTIVATING EMPLOYEES:

Acknowledge performance and tie it to rewards – For a more fulfilling and personalized workplace experience, show your employees how promotions, transfers, and other incentives are directly tied to their performance.

Embrace a holistic notion of well-being – Offer programs that openly bolster physical, financial, social, and emotional health. Motivated employees want to contribute to a larger and more meaningful purpose.

Communicate clearly *and* through more avenues – The highest-performing organizations have more inclusive, wide-spanning communications across various mediums. Meet them where they are. Whether they're on social media or not, on the manufacturing floor, or outside of the office, make sure all your employees receive the same message. From giving and receiving feedback to general announcements, empower your team to speak up and stay informed.

Use a multi-perspective, data-driven approach – Consider all workplace perspectives, including your employees. The highest-performing organizations retain and motivate their talent with strategies derived from a balanced, data-backed mixture of these perspectives.