

Employer Toolkit: Retention Strategies

In 2019, the Planning Board conducted in-depth interviews with both employers and job seekers in order to understand which strategies and policies are most effective when retaining employees. The top 10 identified strategies are as follows:



Tip #1:

Focus on bringing in the best people: A detailed and in-depth selection process, including lengthy interviews and assessments during the first three months, can reduce employee turnover and improve retention.



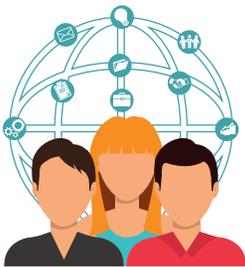
Tip #2:

Maintain strong communication throughout the organization: Managers who encourage feedback and listen to employees are more likely to have employees who feel valued and encouraged to stay long-term.



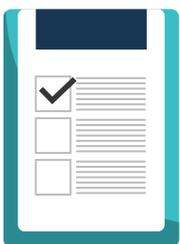
Tip #3:

Compensate employees as much as possible: In a tight labour market, where there is high competition for skilled employees, employers who are willing to pay above the minimum salary necessary to hire someone with those skills are more likely to retain their employees.



Tip #4:

Focus on company culture: By creating the type of company in which managers believe employees would want to stay throughout their careers, employers can attract and maintain employees who share in the mission and values of the organization.



Tip #5:

Create and maintain transparent workplace policies: Organizations in which employees know that all policies will be fairly implemented, are those in which people want to stay because they feel everyone is held to the same workplace standards.

Tip #6:



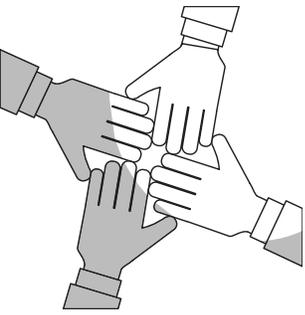
Give employees ownership over their jobs: As much as possible, allow employees to have autonomy over their work and to be considered experts at their jobs. Solicit them for feedback when looking at implementing changes and take seriously their suggestions concerning what is working well and what could be improved.

Tip #7:



Promote learning and career growth opportunities: Encourage employees to pursue external training, job rotations and cross-training opportunities. If possible, develop career paths and succession planning that focus on the long-term growth of current employees.

Tip #8:



Encourage the development of soft skills: Workplaces that create training opportunities and effective modelling of soft skills for both front-line workers and managers seem better able to handle teamwork and conflict, personality differences, and stress management in the workplace.

Tip #9:



Allow flexibility where possible: Focus on employee well-being by attending to the work-life balance of each employee, and appreciating the changing needs of everyone within your organization. Allowing for telecommuting, flex time, job sharing, and changes in hours all contribute to employee happiness.

Tip #10:



Establish a workplace that prioritizes key values: Empathy, compassion, kindness, and understanding are all central to how we create positive experiences in the workplace. Finding opportunities to promote these values by encouraging soft skills training where possible.