

# 4 Strategies for Improving Employee Retention



Gallup says that **more than half of U.S. workers have one foot out of the door.** Businesses must find ways to reduce attrition, especially of their top talent.

Here are four strategies to retain your top talent:



## Provide employees with purpose

Ensure everyone sees how their work connects to what matters most to your organization.

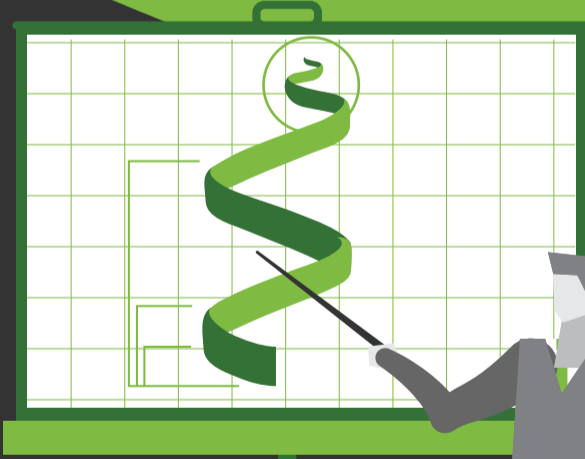
## Provide consistent performance feedback

Almost half of workers say they receive feedback from managers no more than a few times a year. More frequent feedback improves performance and increases motivation.



## Focus on development

Seventy percent of employees say the availability of development opportunities influences whether they stay in a job. Ensure managers have regular conversations about their career objectives.



## Cultivate organizational accountability

Involving employees in goal setting increases feelings of accountability.



Use these strategies keep employees motivated to meet today's goals and be ready for tomorrow's challenges. To learn more, you can read our full guide to **"The Four Ways to Improve Employee Retention."**

betterworks®

SOURCES:

<https://content.betterworks.com/why-are-your-employees-really-leaving-close-these-4-gaps>

[https://www2.deloitte.com/content/dam/insights/us/articles/HCTrends2018/2018-HCTrends\\_Rise-of-the-social-enterprise.pdf](https://www2.deloitte.com/content/dam/insights/us/articles/HCTrends2018/2018-HCTrends_Rise-of-the-social-enterprise.pdf)

[https://news.gallup.com/reports/199961/state-american-workplace-report-2017.aspx?g\\_source=link\\_news9&g\\_campaign=item\\_223025&g\\_medium=copy](https://news.gallup.com/reports/199961/state-american-workplace-report-2017.aspx?g_source=link_news9&g_campaign=item_223025&g_medium=copy)

<https://www2.deloitte.com/content/dam/Deloitte/global/Documents/About-Deloitte/gx-2018-millennial-survey-report.pdf>