

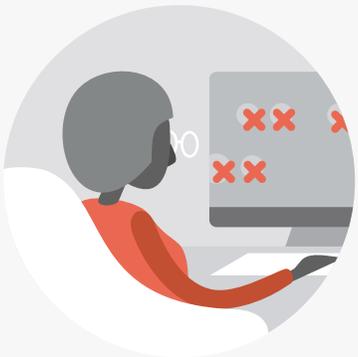
The 4 Ways to Improve Employee Retention



We're at the crux of the greatest talent "famine" in history, as recruiters struggle to find relevant candidates and employers fail to retain talented workers. Beyond the recruiting process, HR teams are struggling to retain employees too. More than half of businesses around the world admit they have trouble retaining their most talented employees.

73%

of recruiters struggle to find relevant candidates



42%

of employers are worried they won't be able to find the talent they need



Source: Gallup Re-engineering Performance Management

There is no band-aid solution for this evolving problem. As businesses aim to innovate and keep up with the quickly accelerating pace of business, top talent will continue to top every organization's priority list. It's no longer a problem just for a human resources team. HR practitioners, functional leaders, people managers and organizational leaders must come together to give employees what they need to perform at the top of their game and stay motivated.

A recent Gallup's Re-engineering Performance Management report uncovered the missing gaps between what employees want and what they get. When we begin to close these gaps, retention and motivation rates surge. Where are you falling short?

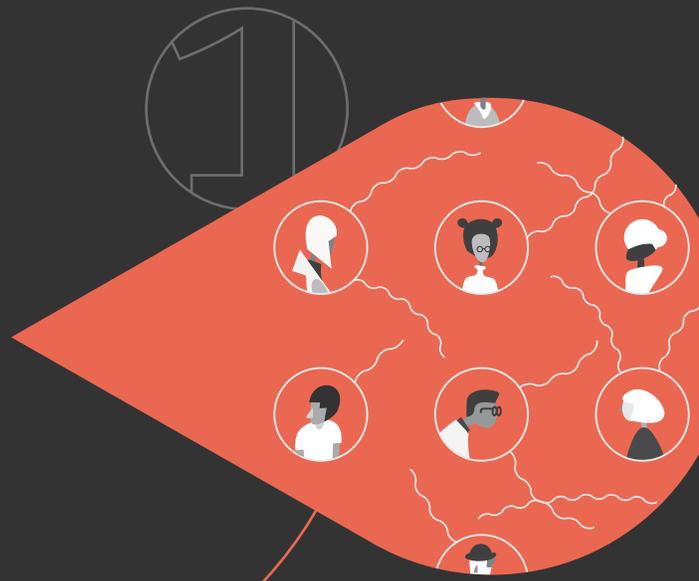
Job clarity and priorities

26%

of employees strongly agree their manager continually helps them clarify priorities.

44%

can see how their work connects to the goals of the organization.



Source: Gallup Re-engineering Performance Management

Employees need a guiding star. They need to understand why their job matters, and how it aligns with the main business objectives. Providing employees with job clarity and priorities increases focus and enables employees to work with autonomy and creativity.

Source: Gallup Re-engineering Performance Management

Ongoing feedback and communication



- **About half (47%)** of employees receive feedback from their manager only a few times a year or less.
- **And only 23%** strongly agree this feedback is meaningful.

Imagine if your Fitbit tracker, instead of offering a daily recap of the steps you took, reported on your progress quarterly or annually. It would be demotivating to your daily work, and ineffective in encouraging you to take more steps. The more frequent and lightweight the feedback, the more effective it will be at encouraging employees to make small, manageable changes and improvements.



Developmental opportunities

95%

of companies haven't implemented developmental opportunities at all levels.

Only 3 in 10 employees strongly agree there is someone- anyone- at work who is interested in their development. Yet job-related training and development opportunities are instrumental to retaining employees. One survey found that 70% of employees feel development opportunities, or lack thereof, influence their decision to stay at their job. Employee development does not have to be a big business expense. Managers should be coaching and developing employees through regular, meaningful conversations and performance feedback.



Accountability

It's easy to imagine how lack of accountability would affect line-workers. What if only half of the people at a hamburger fast food joint understood it was their job to make hamburgers? When we apply this type of disorientation and lack of focus to knowledge worker positions, it's clear why it'd have a profound negative effect. Create accountability by involving employees in goal-setting and continually managing clear expectations and top priorities.

1 in every 2 employee knows what is expected of them at work.

Source: Gallup Re-engineering Performance Management

As the Gallup Re-engineering Performance Management reported, **“Managers carry the utmost responsibility for ... inspiring employee performance. Leaders have the immediate opportunity to enhance managers’ abilities to fulfill these responsibilities.”**

BetterWorks award-winning solution allows HR leaders to develop, engage and motivate employees. Learn how to get your team started through a free trial today [→](#)



Conversations

Schedule frequent check-ins so your managers can become better coaches



Peer Feedback

Easily exchange peer-to-peer and manager feedback in real time



Recognition

Call attention to high performance and employees demonstrating key values



Goal Alignment

Set goals to drive more effective performance and career development



People Analytics

Become data-driven with rich insights into employee performance