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WAYS TO
INCREASE
RETENTION



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FOCUS JOB POSTINGS ON THE EXPECTATIONS AND TYPICAL DUTIES

Tell people what the job is *really* about and what it takes to do it so you get candidates with the right skills and mindset in the first place.



2

CONNECT EVERY POSITION WITH THE CORE PURPOSE

This does two things: 1) It helps leaders articulate the importance of each position and what it contributes to the company and/or team, and 2) It helps employees see how exactly their work provides value.



3

CLARIFY THE CORE PURPOSE

We all want to be part of something important. A compelling core purpose means the company exists for a reason *beyond* making money and providing careers. It can make work more *meaningful*.



4

IMPROVE THE HIRING PROCESS

Want to stand out as an excellent employer?
Acknowledge receipt of applications, notify applicants
of the process and their progress, and streamline the
process to less than three weeks.



5

IMPROVE THE ONBOARDING EXPERIENCE

Employees who have an exceptional onboarding experience are likely to stay with a company 3+ years, compared with 1-2 years for employees who have a lackluster onboarding experience.





WHAT WOULD YOU DO?

Drop it in the comments below!

