



# 5 TOP TIPS FOR ATTRACTING & RETAINING TALENT





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# OFFER COMPETITIVE SALARIES AND PERKS

If you want a team filled with experienced staff, you need to be able to offer a competitive salary and perks. If you're looking to attract staff members, do your research into the salaries of the role.

Keep in mind that it needs to also be suitable to your organisational needs and wants from the team member, and not just what everyone else is paying their employees. For example, if they are doing extra jobs, they need to be compensated.



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# INSPIRE YOUR EMPLOYEES

One way to attract and keep your top talent is by inspiring them to be better. Leading by example is a great way to promote morale within an organisation. Being honest with your employees and having open conversations, creates an environment where conversation can be freely had without the feeling of judgement.

Sharing inspiring stories and experiences will greatly improve employee morale and the culture within your organisation. Offering your employees feedback on mistakes you've made from your own experiences, will help inspire them to make similar changes within their roles.



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# PROMOTE FROM WITHIN

Promoting from within is one of the most underrated ways to keep your team motivated and retain your current employees. Promoting your employees to more senior positions, sends a positive message across the organisation, that their hard work is valued and will be rewarded.

Providing your employees the chance to advance within their career also reduces recruitment costs, and the amount of resources being used, which is always an advantage.

Promoting from within boosts productivity because it gives your employees a goal to work towards instead of feeling they are in a position where they will see no progression.



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# FOSTER DEVELOPMENT AND LEARNING

Research over the years has shown that employees are looking to work for an organisation that respects learning and development amongst their employees. A massive 94% of employees expressed that they would stay at a company for longer if they were given the chance to evolve and develop.

Providing training and development incentives shows your employees you are willing to invest in them and their professional journey.



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# OFFER MENTORING

Mentoring is a great way to improve employee retention within an organisation. Research shows that 84% of professionals claim that having access to a mentoring program is a key factor in them staying longer-term for an organisation. Studies also show that 9 in 10 workers with a mentor feel happier within their careers.

These statistics show the importance of mentoring for employee retention and how mentoring can prove extremely valuable for organisations across the globe.



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# CONCLUSION

Now you know the benefits of improved employee retention and our favourite ways to increase it within your organisation, we hope that you're able to apply these tips in the future. Keeping and attracting employees isn't always easy, but the end result means that you'll have an extremely satisfied and happy workforce.

Keep in mind that retaining your employees isn't a one-time thing, it's something you need to continuously work on to see results. You'll soon find your organisation reaping the rewards if you stick to it.