

FOUR TIPS FOR RETAINING YOUR TOP TALENT

Talent is a tough thing to keep hold of, particularly in today's digital world.



60%

of employees from younger generations are open to new job opportunities.¹

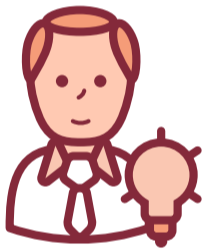
Employees have the tools to track down the best places to work in seconds. They can see which roles offer the most competitive salaries. They know who's got the most forward-thinking cultures. They know where they can progress their career the fastest. And if they see something better, they could well leave.

IN 75% OF CASES, PEOPLE LEAVE THEIR JOB FOR A REASON THAT THEIR EMPLOYER COULD HAVE PREVENTED.²

Which is why more and more businesses are paying closer attention to their employee experience. That experience can make the difference between keeping sought-after talent all to yourself and losing it to a competitor.

So, what can you do to ensure your talent stays with your business?

Here are four things to focus on:



1 EMPLOYEE AUTONOMY

Trust your people. Give them the power to make meaningful decisions about how they work. It will help them feel more personally invested in their role – and less likely to leave.



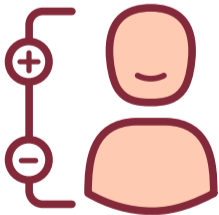
2 PERSONAL DEVELOPMENT

The early months are critical for new hires. So, give them the induction and training to start developing from the word go. And show them where they could be in five years' time (and beyond) if they stick around.



3 CULTURE

Talk to your employees to see where you can enhance your culture. Is your business vision clear enough? Could communication be better? Use this feedback to make your workplace feel like a second home for your talent.



4 INDIVIDUAL PREFERENCES

Listen to individual employees and find out what they need to perform at their best. They'll feel more valued. Which will make them more likely to stay.

Get your employee experience right, and you'll keep the talent you need to succeed in an increasingly disruptive world.

But retaining talent is only half the battle. The other half is attracting it.