

RECRUITING & RETENTION

IN HISTORIC HIGH TURNOVER



Cam Marston, acclaimed author, columnist, lecturer, and radio/podcast host is a leading expert on workplace and marketplace trends.

High retention workplaces have become more and more rare as our new Covid-present world attempts to reenergize itself. Both job turnover and demand for workers is at historic and shocking levels. Businesses' inability to find and keep workers, no matter the pay, perks, or seniority, is real.

The rare few workplaces that have not struggled to hire and retain all tend to have a few things in common: 1) They have spent years intentionally building a culture designed to address employee needs both in and out of the workplace; 2) Leaders have been groomed to help employees discover their own inner motivations to find purpose in their work; 3) They recognize their culture as a strategic differentiator in a crowded and aggressive marketplace, and they protect it at all costs. When these characteristics are in place, the organization becomes a magnet for people eager to join a workplace where they can find fulfillment.

Inherent in the leader's ability to build and protect the culture and motivate employees is an understanding of employees' spoken and unspoken challenges. Trusted leaders are familiar with the trends shaping the workforce, from life stages to generational characteristics to current events. Today's employee marketplace wants to know your plans to address the latest hot topics including mental health, remote workplaces, flexible hours, workplace safety, and diversity and inclusion.

A few innovative actions by forward-looking companies can result in immediate improvements in recruiting and retention. Nontraditional recruiting ideas include showing the employee marketplace your personal side, both as an organization and as leadership. Potential employees are also drawn in by a clear plan for their growth and development: show them what will they learn in the first six weeks, then six months, then a yearly plan. Who will be involved in their growth? When and how will they be involved?

In this timely and engaging presentation, you will learn:

- Trends that shape what an employee expects and needs to flourish that you must be ready to address
- How to show your company's personal side publicly
- Steps to becoming a motivator for your teams
- How to design plans for your employees' first days on the job and for longer term growth
- How to form the groundwork for a strong workplace culture that is attractive to recruits of all generations and in which current employees thrive and never want to leave



For more information contact

HELEN BRODER - Business Manager
Helen@CamMarston.com | 703.757.1204

www.CamMarston.com

CAM MARSTON