



5 Tips to Find and Keep Great Employees

Employers are finding it increasingly difficult to attract talented workers and keep positions filled. Use these tips to better understand employees' expectations and offer the perks and experiences that will make them want to stick around.

Prepare for Workforce Changes

By 2025, 75% of the workforce will be composed of younger employees¹. Older employees are working past the age of 65. Four generations of employees are working together.

1. Engage employees in meaningful work



60 days

New employees decide to stay or look for a different job within the first two months².



81%

About 81% of employees will leave their current job for the right offer³.



213%

The average cost to replace a talented worker is 213% of one year's salary⁴.



202%

Engaged employees outperform others by 202%⁵.



2. Focus on employee satisfaction



Prioritize employee satisfaction: make it part of your company's mission.



Support community involvement: recognize employee's philanthropic achievements.



Encourage work-life balance: offer options that help employees find personal time.



Express appreciation: find out how your employees prefer to be recognized.

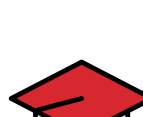
3. Offer benefits employees value



Survey employees to understand their benefit needs.



Educate employees about employer contributions, like 401(k) match.



Help employees pay off student loans and save for college.

Employees can take advantage of employer match funds to help pay off student loans and save for college. Learn more about [Employee Choice from BenefitEd](#).



4. Invest in benefits communication

30% of employers' total compensation spending is attributed to employee benefits⁶.



Plan a benefits communication strategy.



Communicate in a variety of ways to satisfy varying employee needs.



Define and explain benefit terms.



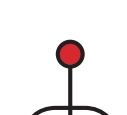
Provide frequent reminders of to-dos and enrollment deadlines.

5. Prepare for workforce changes

33% of new employees who don't connect with their job leave within a few months⁷.



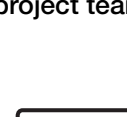
Coach and train: new employees who get up to speed quickly are more engaged.



Restructure: many employers have flattened reporting hierarchies in lieu of project teams.



Provide growth opportunities: think long-term organizational fit and employee goals.



Encourage open communication: honest feedback and development lead to dedication and longevity.



86% of employees want to work for companies that offer training and coaching⁸.



Sources:

¹Forbes.com, Workforce 2020: What You Need to Know Now, May 2016

²Fastcompany.com, This is why new hires leave within the first 90 days, June 2018

³Forbes.com, Student Loan Debt Statistics In 2018: A \$1.5 Trillion Crisis

⁴Inc.com, When Your Best-Performing Employee Wants To Quit, This Is What You Should Do., August 2018

⁵Entrepreneur.com, 7 Insights From Psychology Known to Boost Workplace Productivity, April 2016

⁶U.S. Bureau of Labor Statistics, June 2018

⁷Yahoo Finance, 33% of New Hires Quit After 6 Months. Here's How to Avoid That Fate, February 2018

⁸Getbridge.com, Millennials Are Most Likely to Stay Loyal to Jobs With Development Opportunities, July 2018