

TOP 10 WAYS TO CREATE A MAGNETIC CULTURE

Recruiting, Engaging and Retaining Top Employees



Turning Data Into Action®

The Top 10 Ways to Create a Magnetic Culture in the Workplace

1 Provide career development opportunities

- According to SHRM study, this is the single most important factor to keep employees engaged
(Source: SHRM 2006 US Job Retention Poll Findings)
- Promotions for qualified employees
- Motivate employees
- Ongoing educational opportunities
- Active participation

2 Competitive salary

- Better compensation elsewhere is the top reason employees chose to leave their jobs in 2006
(Source: SHRM 2006 US Job Retention Poll Findings)
- Ongoing assessment of comparable jobs/salaries is crucial to engagement
 - i. Learn from colleagues / competitors
 - ii. Online pay comparison tools

3 Flexible work schedules

- Alternate arrival/departure times
- Compressed workweek
- Telecommuting

4 Desired job content

- Clear definition of employee role
- Employee's skills utilized effectively
- Fairness and consistency in workplace practices and procedures
- A variety of interesting tasks

5 Provide top-notch customer service

- Customer satisfaction linked to management and employee compensation/bonuses Engaged employees result in happier customers
- Clear explanations communicated to each customer
- Successful transfer of the branding to the external arena

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The Top 10 Ways to Create a Magnetic Culture in the Workplace (Cont.)



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6 Ensure company mission is clear

- Host an organizational mission workshop
- Dispel misperceptions about company goals/priorities
- Clear, concise, continuous communication

7 Retain best supervisors and managers

- Accountability/Acceptance of responsibility
- Appropriately handle conflicts
- Clearly communicate expectations
- Reduce communication gap between employees and managers
- Care about employees, honesty/trust

8 Strong Senior Management

- Shows concern for employees
- Open to new ideas
- Manages proactively
- Personal characteristics
 - i. How strong or weak the Senior Manager is on: honesty, integrity, accountability and passion to succeed/excel
- High visibility among employees

9 Maintain positive organizational culture

- Human resources policies supporting the employee/customer interface
- Community involvement
- Build flexibility into the organization
- Diversity is a priority of the company

10 Generous benefits

- Critically important tool to engagement, due to the fact that these are the most tangible job attributes, 'talent attractor'
- Assurance of fair wage rates and rewards
 - i. Both internal & external equity
 - ii. Strong impact on employees' intent to stay versus discretionary effort
- Brand your benefits
- Pay and rewards-related communication