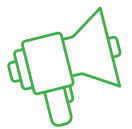


## FACT SHEET

# Top tips for recruitment and retention

## Key takeaways

- **63%** of recruiters say talent shortage is their biggest problem.
- **76%** percent of hiring managers admit attracting the right job candidates is their greatest challenge.
- The most important factors in accepting a new job are compensation (**49%**), professional development (**33%**), and better work/life balance (**29%**).



## Introduction

Recruiting and retaining staff can be difficult, especially in periods of economic turbulence. However, it's not impossible. Through investing and dedicating the time and resources needed to best support your team, you will find that finding and retaining loyal members becomes a lot easier.

## Facts to consider

### 1. Employee engagement and turnover are undoubtedly interlinked

- Only **11%** of engaged employees have interviewed elsewhere within the past 6 months compared to **28%** of disengaged employees.
- Over one-third of disengaged employees actively apply to new jobs, compared to only **5%** of engaged employees.
- **90%** of engaged employees intend on working at their organisation for the next year, compared to only **47%** of their disengaged counterparts.



## 2. Defining your brand

- **69%** of employees would leave their organisation for better pay. However...
- **38%** of employees would leave their organisation for a promotion or a career development opportunity.
- **21%** of employees would leave their organisation for better benefits.
- **18%** of employees would leave their organisation for more flexible working hours or location.
- **15%** of employees would leave their organisation for more meaningful work.

## 3. Your reputation and culture matters

- **75%** of people would not take a job with a company that had a bad reputation – even if they were unemployed.
- **39%** of people reported that they would leave their current company for a more inclusive one.
- **27%** of candidates say they are seeking caring work environments.
- Companies that provide remote work options have **25%** lower employee turnover.
- Employees whose managers consistently acknowledge them for good work can reduce turnover by up to **31%**.

## 4. First impressions count

- Nearly **4 in 5** candidates say the overall candidate experience they receive indicates how a company values its people.
- **87%** of talent says a positive interview experience can change their mind about a role or company they once doubted.
- **80%** of candidates who experience an unsatisfactory recruitment process revealed that they openly tell people about their experience, and a third of these candidates will do so proactively, in turn, damaging your reputation.

# What can you do?



## 1. Talk to your existing team

If you're a business leader, it can be difficult to step back and look at your company culture from an unbiased perspective.

Gaining insight into what your current team wants will also give you an indication as to what would encourage prospective candidates to apply for a job within your company. For example, if your current team feels that progression opportunities are limited or would like to see a flexible working scheme put in place to improve their work-life balance, implementing their recommendations is a great way of both retaining your current team as well as making your company a more attractive place to work for prospective candidates.

## 2. Make staff wellbeing your priority

After initial discussions with your team, it's important to be proactive in regularly seeking their feedback. This can be done by quarterly 1-to-1 sit downs with team members, or through sending out regular staff surveys to gain a better understanding of how everybody on the team is feeling about their role, and what could be done to make them happier.

Not only can negative workplace experiences impact your reputation in the recruitment sphere, but it can also hinder your team's performance.

Your team is your biggest asset and can be the difference between a business with a bad reputation and one that thrives.

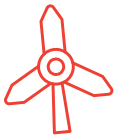


## 3. Give back where possible

If your business is doing well, this will be down to your team's hard work and commitment. Making sure that they are recognised when the business is thriving is key to keeping your employees engaged and motivated. Whether through annual bonus schemes, additional holiday leave, or employee events, ensuring your team is rewarded and is involved in celebrating the company's success is key to keeping them on board for the long term. This will also make your company more attractive to prospective team members – culture is key!



#### 4. Stay one step ahead of competition



Even if you're not recruiting yourself, keep an eye out for what your direct competitors are offering to new recruits. Looking at other job listings can give you a good idea of what makes a company attractive to prospective candidates – what benefits do they offer? Do they offer home working? Competitive bonus schemes? How do they lay out their recruitment adverts? Seeing what others offer in your field can inspire you to design your recruitment strategy, and provide insight as to what gives other hiring companies an edge over your own.

#### 5. Be a company that cares

If you want to attract and retain team members, you need to ensure that you are clearly demonstrating the core company values in everything that you do. Be a company that not only gives back to its employees but also the larger community. Whether this be through investing in sustainability and joining the race to net zero or by giving to local charities – positioning yourself as a business that cares will help to cement a positive reputation among the community, helping to attract the right team members and keep hold of those who are invested in what your company stands for.



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