

EMPLOYEE RETENTION & ATTRACTION *Best Practices*



2023 Workforce Connect Conference

Work/Life Balance

Employers should be open to having a diverse workforce, such as mature workers (55+) and immigrants

Employers need to be aware of challenges facing employees:

- mental health
- transportation
- housing

Employers should offer professional development opportunities



Open doors to those looking to start a second career and consider how to help new employees make a change

Succession Training

- promote from within
- offer in-house training



Honour the individual

- offer flexible working hours
- encourage critical thinking
- plan fun activities (ex: appreciation days)
- have an open-door policy and regular touch point meetings with managers



Job descriptions should include corporate core values, NOCS codes, accommodations available for disabilities and special needs, details of the flexible work environment, promote the workplace community and work-life balance

IDEA

Co-design sessions with employees about why people aren't staying

Communication of evaluation: 360 feedback between employee/employer and adjust following input



Clearly outline the requirements and duties while stating the salary



Attract critical thinkers by showing that you value their ideas, and encourage the sharing of ideas



Interviews should be meaningful and make jobseekers feel important

Be clear about the benefits and pay

Cover cost of attending interview

Educate HR to address ageism in the workplace



Be Positive

Use social media to celebrate the company culture and promote inclusive approaches

Know your employees names and make them feel like they matter

Demonstrate the support that the company will provide, such as Employee Assistance Programs, subsidized transportation schemes, etc



Have fun at the office: parties, events, food, easter egg hunt, hobbies, and interest clubs

Honour diverse needs and provide tools for accommodations for ADHD, accessibility, special needs

Market company's positives, such as benefits, culture, flexibility, corporate values, workplace culture

Employees expect more from an employer than they did in the past



Be known in the community as a great employer and promote the workplace culture



Hire international talent and be proactive about social issues, including diversity and inclusion



Offer flexibility and allow employees to work remotely where possible

