



The importance of staff retention

GRAVITAS RECRUITMENT
SPECIALIST FINANCE AND OFFICE SUPPORT RECRUITMENT

Main reasons people leave a job

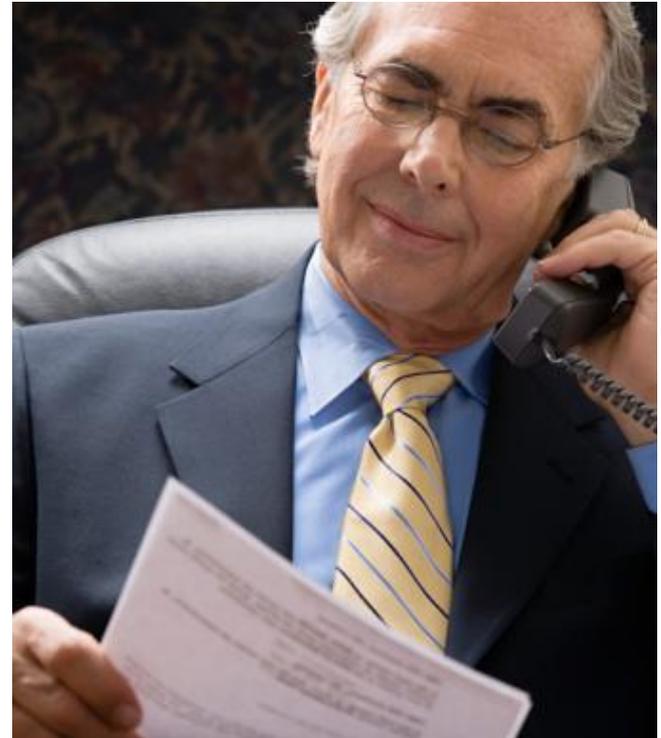
- Poor salary and benefits
- A lack of training and development opportunities
- Dissatisfaction with management
- Unfriendly colleagues
- Horrendous journey
- Lack of work/life balance



The importance of referencing

While companies do conduct 'exit' interviews to try and ascertain the reasons behind a departure, because of the necessity to obtain a decent reference.

People often tone down or completely fabricate their reasons for leaving. However, analysing the data can provide valuable feedback to improve staff retention.



Methods to find out why staff are leaving include

- ▶ Confidential attitude surveys.
- ▶ Questionnaires sent to former employees around six months after their departure.
- ▶ Exit interviews



Ways to improve staff retention

- ▶ Ensure those being recruited have a more realist idea of what the job entails.
- ▶ Improved career development opportunities.
- ▶ Effective appraisals
- ▶ Strong diversity policies.
- ▶ A practicable means of dealing with bullying.
- ▶ A good work/life balance.
- ▶ A mechanism for staff to register dissatisfaction, whether it be appraisals, grievance proceeding and so on.
- ▶ Leadership training for managers.



- ▶ The ultimate aim should be to make every employee feel valued and proud of the work that they do.
 - ▶ To develop a work culture that encourages diversity and creativity.
 - ▶ There should also be effective anti-discrimination policies in place that promote flexible working, where possible.
 - ▶ Adopting a strategy for staff retention is not easy but it will greatly benefit your organisation.
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Mistakes clients make

- ▶ looking for an exact copy of a key person or of themselves
- ▶ failing to explain the recruitment process properly
- ▶ not recruiting to a proper time frame
- ▶ not recruiting to a job description or person spec
- ▶ not involving key personnel in the process (at some stage)
- ▶ failing to look 'In House'
- ▶ leaving candidates hanging around (in time and space)



Good agencies

are the ones who ask lots of questions up front and throughout the process. Let the agency know you're approachable by engaging in a dialogue with them. Anytime you get a question, give the most complete answer possible and then invite follow-up questions to ensure they've got it.:



It is true that employers who invest in their relationship with their recruiter reap the best rewards

- ▶ Firstly, it's critical to choose a specialist and then work with that recruiter exclusively on each brief. That way you get full the full commitment of the recruiter, which is key to accessing the best talent, and it takes focus off speed and puts it on quality, where you want it.
 - ▶ Transparency is critical if you want to get the best for your recruitment fees. Be sure to provide your recruiter with detailed, honest and direct information on everything to do with the hire, including salary ranges and whether there are other candidates in the running.
 - ▶ Commit time. This is the biggest barrier to an effective outcome for the client, and frankly, I see employers get this wrong all the time. You need to provide a detailed brief on each role, and invest in the recruiter so they can truly understand your business and its culture.
 - ▶ Communicate. A good recruiter will work in your best interests at all times, but they need an open channel of communication to do that. Give feedback on candidates the recruiter presents, keep them abreast of changes to your job descriptions, and advise them early if your hiring criteria change.
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The interview process – to protect your business make sure you have/do the following

- ▶ -Internet Policy and social media policy
- ▶ -Equal opportunities policy
- ▶ -application form
- ▶ -interview rating card
- ▶ - job descriptions and regular appraisals
- ▶ -health and safety check – have you got a written H&S policy?
- ▶ -is it regularly updated?
- ▶ - are all employees regularly tracked and guided through this on induction?
- ▶ - do you have health and safety posters displayed?
- ▶ -are you carrying out risk assessments and following up with monitoring?
- ▶ -is there a system in place for accidently reporting and recording?
- ▶ -are you meeting insurance cover conditions?

Remember!– to protect your business

- ▶ –Contacts
- ▶ –Policies
- ▶ –Procedures



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Unit 15 Basepoint Business Centre, Yeoford Way
Marsh Barton, Exeter, EX2 8LB