



Retention Strategies

Leadership

1. Understand that leadership greatly influences retention.
2. Train leaders about worker stress.
3. Start a leadership rounding program.
4. Put money in the budget for retention.
5. Develop a servant-leadership attitude.
6. Make managers accountable for retention.
7. Conduct 360 assessments for leaders and make a leadership development program for their growth.
8. Get rid of managers who are jerks.
9. Think of employees as assets not as liabilities and expense.
10. Create a mission, vision, and values and a strategic plan and then communicate as much as possible to your employees.
11. Act consistent with your mission, vision, values.
12. Post your mission, vision and values throughout the organization
13. Make up wallet size cards with your mission, vision, and values.
14. DWYSYWD – Do What You Say You Will Do.
15. Senior management should be visible, friendly, and accessible.
16. Share both good and bad news and do it honestly and candidly.
17. Remember, you have to trust to be trusted.
18. Never betray a confidence.
19. Have clear and consistent policies and apply them equally to staff and leaders.
20. Use every celebration as an opportunity to talk about company values.
21. Make coaches available for key employees so they can grow.
22. Have your management staff take The Leader Assessment.
23. Learn how to use open-ended questions and listen to employees. Start questions with what, how, when, and tell me about.
24. Remember that every organization is perfectly designed for the results it gets.
25. Before you assess blame determine what systems and practices make mistakes possible.
26. Take the view that mistakes are an opportunity to learn and to assess systems.
27. Measure and track turnover quarterly.
28. Conduct a SWOT analysis on retention. Strengths, Weaknesses, Opportunities, Threats
29. Create a written retention program that is supported at every level.

Work environment and fun

30. Budget for fun.
31. Celebrate often.
32. Monthly birthday parties.
33. Picnics, holiday parties.



34. Start and fund a retention committee and staff it with a cross section of employees.
35. Have a company dog or have a bring-a-pet-to-work day.
36. Decorate your work area for holidays and events.
37. Make a float for the town's parade.
38. Get a group and go out for lunch or meet after work.
39. Put up a volleyball net or basketball hoop or Ping-Pong table.
40. Schedule a boat cruise, a baseball game, theater trip.
41. Have pot lucks monthly.
42. Create fantasy football teams.
43. Wear costumes for Halloween, jeans on Friday.
44. Have a spontaneous BBQ, picnic, or DQ.
45. Start every meeting with a review of what went well.
46. Hold a bring-your-child-to-work day.
47. Have a car wash fund raiser where management washes employee's cars.
48. Be sure that work space and equipment is ergonomically designed.
49. Conduct a safety audit and make sure that your workplace is safe and secure for employees.
50. Support a cause.
51. Create a team to raise money for a good cause (March of Dimes?)
52. Get a dunk tank as a charity fund raiser and have management take the plunge.
53. Put in a patio and buy a grill – then use it.
54. Hold an open house to show off your great facility.

Recruitment

55. Recognize that retention starts with recruitment.
56. Create a well organized, thoughtful, and objective recruitment plan and hire the best talent available.
57. Write a succession plan so you are prepared for the future.
58. Provide candidates an honest preview of the job and the company.
59. Look for ways to promote internally when possible.
60. Recruit for a good match and don't settle and hire warm bodies.
61. Build a comprehensive orientation plan to create a good first impression and make sure new hires start off right.
62. Have senior management welcome every new employee.
63. Involve staff members in the hiring process so they are invested in the new employee's success.
64. Have only your best people (not necessarily your most senior) conduct orientation and training.
65. Start an internship program with schools.

Employee development and empowerment

66. Put employees in charge of a retention committee.
67. Have clear expectations and clear job descriptions.



68. Conduct regular performance appraisals that are developmentally focused.
69. Improve or eliminate poor performers.
70. Identify high performers and create a retention strategy to keep them on board.
71. Start a mentorship program to help high potential employees move forward.
72. Make a list of employees that are key to your success and determine your risk of losing them.
73. Seriously explore job sharing, flexible hours, and work-from-home options.
74. Encourage and enable managers to belong to trade/professional organizations.
75. Encourage employees to present at professional conferences.
76. Give employees the opportunity to stretch their skills and go to the next level.
77. Create a developmental plan for employees to assess their potential and plan for growth.
78. Start a tuition reimbursement program.
79. Budget for continuing education and expect professional development.
80. Deal with performance problems promptly and fairly.
81. Start a lunch and learn program.

Employee relations and communication

82. Create a sense of safety and security during hard times.
83. Support work/life balance programs.
84. Conduct financial management classes.
85. Openly share good and bad news at employee meetings.
86. Try not to let the grape vine beat you to the punch when there is news to tell. Try not to surprise employees with bad news.
87. Survey employees on satisfaction, commitment, and engagement and then make sure there is an action plan with follow up.
88. Consciously create a sense of community to tap in on employees' natural desire to belong to a group.
89. Conduct exit interviews using a neutral person.
90. Conduct employee focus groups to obtain detailed information.
91. Conduct satisfaction and engagement surveys and always act on the information.
92. Regularly hold employee meetings to keep employees informed.
93. Support family activities.
94. Seriously solicit employee ideas and follow up on what you hear.
95. Create an environment where employees feel safe in voicing their views.
96. Come in during off shifts and chat with employees.
97. Ask employees how they would improve the company.
98. If an employee has to travel during normal time off (weekends) make it up to them with some time off.
99. Give up your reserved parking place.
100. Conduct communication and teamwork training such as DiSC or MBTI.
101. Hang out by the time clocks at the beginning and end of the day and welcome employees.



102. Host informal breakfasts or lunches with employees, give updates and do a lot of listening.

Total compensation

103. Don't assume that pay is the reason people are leaving.
104. Regularly evaluate pay and benefit programs to assure you are competitive.
105. Maintain competitive wages and benefits.
106. If you can afford it, lead the market in your pay program.
107. Start a loan repayment program.
108. Consider flexible work benefits—telecommuting, flex time and compressed workweeks.
109. Offer an employee assistance program.
110. Offer an on-site fitness center.
111. Reimburse for day care.
112. Provide for flexible spending accounts.
113. Reward longevity.
114. Adopt a clear, consistent, well communicated, and fair compensation plan.
115. Send out year-end benefits statements.
116. Link wages and benefits to longevity (increases in PTO, wage increases, pension).
117. Bring in representatives to talk about retirement planning.

Recognition

118. Recognize and reward your employees at every opportunity.
119. Send out birthday cards and anniversary cards.
120. Send out 5 hand written thank you notes each week to employees.
121. Find ways to reward, recognize and appreciate staff
122. Start a years-of-service award program.
123. Recognize employees' achievements in the company newsletter.
124. Go to every visitation or funeral of employees and their immediate family
125. Send flowers to funerals of employees and immediate family.
126. Send flowers for the birth of babies.
127. Have special lunches with employees on their employment anniversaries (once a month).
128. Find a way to recognize employees when they put in an extra effort.
129. Celebrate achievements with pizza.
130. Use trophies, pins, trinkets, and mementos to celebrate.
131. Find ways for committees to report on their work to the entire organization. Posters, newsletters etc.
132. Send a note to an employee's spouse telling them how much you value their partner's contribution to the organization.
133. Clip articles and pictures out of the paper that include employees and their families. Send it to them with a note.
134. Make company logo wear (shirts, hats, etc.) available either as gifts or to sell.
135. Solicit vendors for gifts to be given away at the annual picnic or holiday party.
136. Start a program where employees recognize each other.