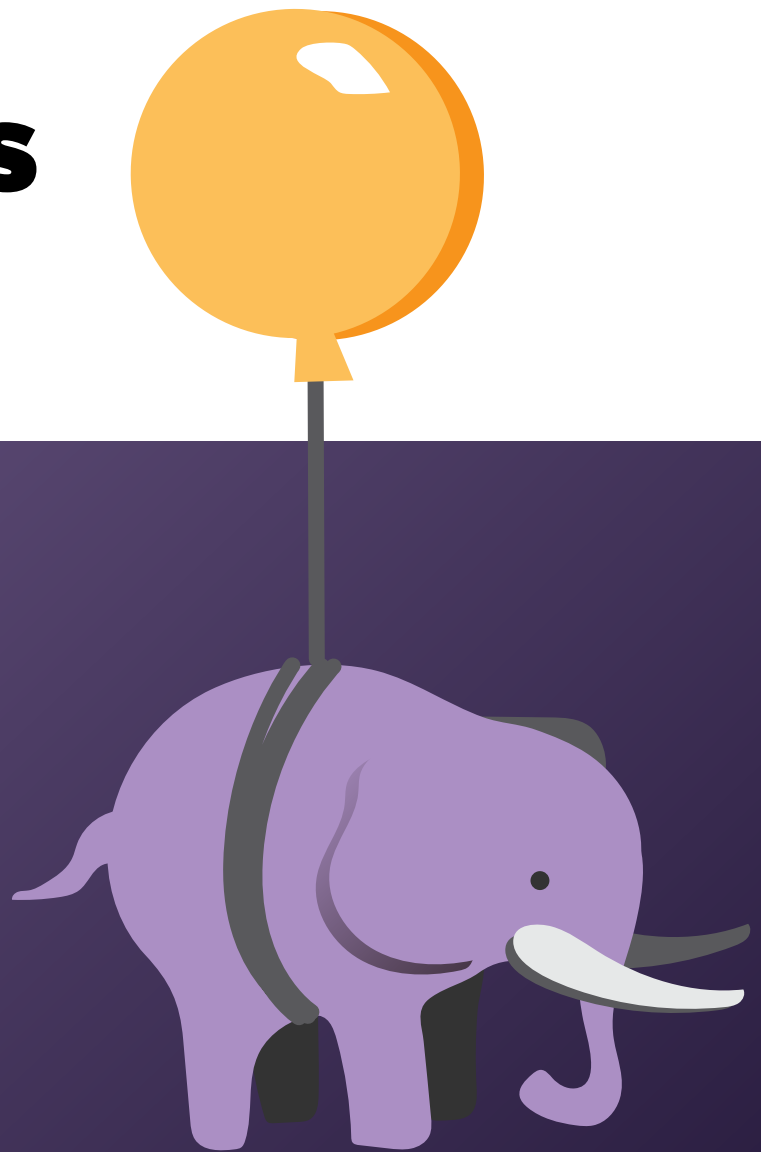
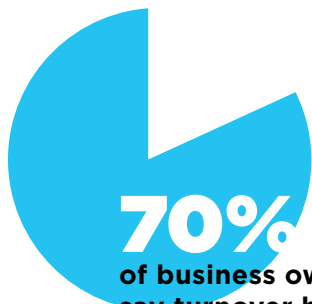


# **5 unexpected ways to attract and keep employees**

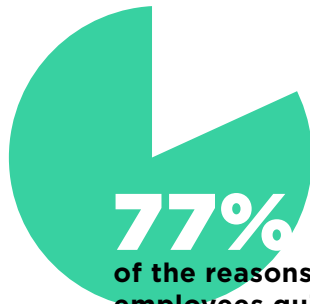


# Let's talk about turnover



**70%**  
of business owners  
say turnover harms  
company growth

\*Retention Study by Work Institute



**77%**  
of the reasons  
employees quit  
are preventable

\*Retention Study by Work Institute

Call it the elephant in the room or the gorilla in the corner. Talking about turnover can be uncomfortable for many. But, reality is we're all dealing with it. 81% of small business owners say that turnover is costly and 79.3% of them say it's detrimental to business growth. That's according to a [June 2019 Zenefits study](#).

It's getting harder and harder to attract and retain employees, and recruiting them is spendy. It can [cost thousands of dollars](#) to find, recruit and train a single employee.

But here's the thing: "77% of the reasons employees quit could have been prevented by the employer." That's according to the [2019 Retention Study](#) by Work Institute, which highlights key reasons like career development, work-life balance, manager behavior, compensation and benefits, and well-being, among others. Other reasons, like relocation or retirement, are less preventable.

Still, keeping new employees happy and your workforce engaged doesn't have to be expensive. Here are five things you can do to attract and retain talent.



# 1. Help them grow their skills.

Career development is one of the main reasons employees move on to another company. Today, there are plenty of ways you can offer training and skill development without breaking your budget. Consider a mentoring program, where senior staff take a new employee under their wing and teach them increasingly complex tasks, answer their questions, and ensure they are getting the information they need to do their jobs well.

Hold weekly or monthly lunch-and-learn sessions to discuss market trends, sales tactics, information specific to your industry, and the like. Have each employee – even the new ones – take turns sharing their unique skills and knowledge, which will keep even your seasoned and long-term employees engaged by providing the opportunity to refresh their skills, too.

In-person training can be pricey, especially when you tally training and travel costs. Instead, search out an online training service you can offer on a subscription basis to your employees. Courses are available in management, technology, sales training, and more, and provide a flexible, convenient way for employees to engage in new learning at their own pace. Some online training companies even offer skills-assessments and learning paths that you can define to ensure employee skills stay relevant and up to date.



**Employee growth doesn't have to be costly. To keep employees engaged and help them grow their skills, offer:**

- **Online training**
- **Peer mentoring**
- **Lunch and learns**



## 2. Offer flexible payroll options

Want to give employees a benefit option that's so sticky they won't want to leave? Try something wonderfully radical – break free from traditional payroll cycles and offer them daily, weekly or on-demand pay.

An astounding number of Americans live paycheck to paycheck and 12 million take out costly payday loans annually, according to a Pew Trust report. Rigid payroll cycles often leave employees scrambling when an unexpected expense pops up. Your employees count on their paychecks to support their families, fund their dreams and live their best lives. And yet, they usually have no control over when they get paid for the work they do. If you can offer them a modern payroll platform that allows them to choose to get paid more frequently or accelerate their earned pay when they need it, they'll have more flexibility and less stress when it comes to their finances. And that has a direct impact on productivity and employee happiness. Thirty-five percent of people say personal financial issues distract them while at work, according to a recent PwC survey.

Flexible payday options will also make you stand out as a prospective job candidates. Just be sure the solution you choose doesn't charge employees fees to access their pay or only lets them draw on a small portion of their earnings. When word gets around you pay people when they need it, you'll stand out among competitors who are tapping into the same applicant pool.



### **3. Support work how people want.**

Today's workers really want the flexibility to work how they choose. That's especially true for younger workers.

For business owners, that means embracing remote work policies, flexible work hours, and other strategies that help employees feel empowered to maintain work-life balance. That doesn't mean you have to lose control over the work product, either. Setting policies that ensure your teams check in regularly using video conferencing, instant messaging, and team collaboration tools can keep projects and customer service running smoothly.

Provide your employees with mobile tools that enable them to get their work done on the go. Choose solutions that turn traditionally desk-bound tasks, like project tracking, proofing documents, clocking hours and running payroll, into slick mobile experiences.

That way, if your sales manager wants to work from a coffee shop while they wait for their kid to finish dance practice, they have the freedom to do so.



## **4. Drive empathy, diversity and inclusion.**

Creating a more empathetic place to work doesn't cost a dime, but it could mean the difference between keeping employees and watching them walk out the door. A recent Fast Company article says that upping your active listening skills and spending more time trying to see other people's perspectives on issues and challenges can lead to happier, more engaged, and more creative employees. To get started, look into training courses designed to help managers improve their empathy quotient.

It's also important to encourage employee feedback and have an ongoing dialogue about what's working and what's not. Conduct anonymous surveys so employees can voice concerns and share opinions on how to foster a more inclusive culture. Some HR platforms even include this functionality, so you don't have to worry about getting yet another tool.

There's also strong evidence that diversity and inclusion are good for business. A January 2018 study *Delivering through Diversity* from McKinsey & Company says that companies with higher levels of ethnic and cultural diversity are 35% more likely to outperform their competitors. And those with greater gender diversity are 21% more likely to be more profitable than companies with lower levels of gender diversity. Diversity in the upper levels of management is also important.



## 5. Provide a financial wellness program.

Employees are highly concerned about things like how to save more, how to pay off student loans, how to survive an economic downturn, and how to fund their retirement. In fact, according to the PwC's eight annual Employee Financial Wellness Survey, 59% of respondents said that financial matters and challenges are the top causes of stress, and 49% find it tough to meet their expenses on time each month.

In addition to offering flexible payday options, providing financial wellness education and opportunities to teach employees how to effectively budget and manage their money is a great way to help. Plus, it's a benefit that gets used. The PwC survey found that 71% of employees use financial wellness service benefits to help them address a wide range of financial needs, including preparing for retirement, getting spending under control, paying off debt, saving for major purchases, and managing their investments, assess, and healthcare costs.

**Financial matters and challenges are the top cause of stress for employees today, and it impacts productivity. 35% of all employees, and 49% of millennials, say issues with personal finances have been a distraction at work.**

\*PwC Employee  
Financial Wellness Survey

# Fast-track business growth with strong recruitment and retention strategies

Ultimately, finding the right employees for your business and retaining them over time comes down to keeping them engaged. Updating your employee offerings with flexible tools, policies, and growth opportunities are key strategies you can use to fast-track your business growth.

Learn how Everee can help you keep employees happy with intelligent payroll that empowers people to choose when they get paid.

**Find out more at <https://www.everee.com>**





## **ABOUT EVEREE**

Imagine processing payroll in minutes, from anywhere, and letting your employees choose when they get paid, at no extra cost or time spent. That's what we mean at Everee when we say it's time to move from payday to pay-yay!

## **ABOUT PAY YOUR WAY**

Our Pay Your Way feature allows employees to get paid daily, weekly or on-demand, giving them the life-changing benefit of having more control over their finances.

**A smarter way to pay is here.**