

EMPLOYEE RETENTION CHECKLIST

Tips to Ensure Your Top Talent Stays Put

Is your organization suffering from turnover woes?

Retention starts at the first interview and continues through employment. Keep this checklist handy to ensure you're consistently creating an environment where employees want to stay and thrive!



While Sourcing and Interviewing Candidates:

	Confirm the Necessary Skills Ensure recruiters focus on core and transferable skills, not just "perfect fit" candidates, to prevent hiring mismatches.
	Define Your Employer Brand and Employer Value Proposition (EVP) Maintain a strong career page, engaging job descriptions, a clear EVP that encompasses your organization's mission and values, and active social media to show what it's like to work there.
	Partner with Marketing Leverage marketing expertise to craft compelling job postings and enhance your employer brand.
	Stay in Communication Ensure regular collaboration between recruiters and hiring managers to align on candidate fit, job requirements, and expectations. Also, keep in contact with the job candidate and provide regular updates to keep their experience positive.
	Be Transparent in the Interview If you're transparent during the job interview and stay open and honest throughout the process, the candidate will quickly begin to trust you.
	Set Realistic Expectations Stay true to your word and don't promise one job with certain requirements and benefits then change it completely once they're hired. Keep the job description updated and accurate.

After Onboarding New Hires:

	Offer Competitive Compensation, Benefits, and Time Off Policies Offer industry-leading salaries and robust benefits, including healthcare, 401K matching, and additional perks like competitive PTO that increases with tenure.
	Foster a Positive Company Culture Encourage flexible work arrangements, team-building activities, and family-friendly events.
	Deploy Engagement Surveys Regularly collect employee feedback and implement changes based on survey results.
	Provide Training and Development Opportunities Offer career growth opportunities, mentorship programs, and professional development initiatives. Also, work with the employee to develop doable goals and milestones.
	Encourage Senior Leadership Presence Encourage leadership to engage with employees through casual interactions like CEO lunches or virtual focus groups.
	Offer Recognition Programs Implement rewards and acknowledgment programs to show appreciation for employees' hard work.
	Conduct Stay and Exit Interviews Interview employees a couple of months after they start to see if their expectations have been met. Perform exit interviews if employees resign, and then analyze trends to identify areas for improvement.