



# 7 tried-and-true methods to retain employees

Every company needs engaged employees to be successful. There are several factors at play when an employee decides to leave, some you can control, some you can't. Either way, here are 7 ways to improve employee retention.

## 1. Be the manager people want to work for

It's long been said that employees don't leave jobs, they leave their managers. While this isn't always true, one step you can take toward employee retention is to make sure your managers are well equipped with the EQ (emotional intelligence) needed to engage effectively with their team.

## 2. Make development a top priority

Being intentional about career development lowers the likelihood employees will see other companies as offering opportunities they can't find at their current employer. Avoid allowing your career development processes to become a "check-the-box" exercise.

## 3. Prioritize professional relationship building

With the increase in remote work, we must work harder to maintain professional connections. Many aspects of building professional relationships happen in moments that aren't available when we work remotely. Regardless of length or purpose, people need to be around other people. When that's missing, employees are at risk of losing the connections that drive the desire to stay.

## 4. Focus on strengths

We tend to "help" people by instructing them in areas where they aren't strong and need to improve. But the reality is that our DNA is our DNA – and when we spend all our time working on areas where we aren't strong, it can wear us down. If we focus on providing challenges

that feed into an employee's strengths instead, they will experience greater levels of success.

## 5. Look forward, not "up"

Oftentimes, corporate structures emphasize moving up: if this equates to improvement. But moving up and moving forward are two different things. By presenting opportunities for employees to move forward in their careers through skill development, increased financial rewards and expanding the breadth of perspective, you can avoid the trap of losing employees when everyone can't be promoted to leadership roles.

## 6. Make connections to the mission

At a minimum, employees need to be able to articulate the mission of your company. Retention is about making employees feel connected to the mission and purpose of the organization. If employees feel like a part of that mission, not just a number, then that reflects in their work, attitude and loyalty to the company.

## 7. Turn your mentoring program upside down

Mentorship is most often seen as a tool for more senior employees to "teach" less experienced employees about career decisions. But, when your leaders recognize that they have as much to learn from junior members of the team, this invites a healthy and open workplace dialogue. Not only will it enrich your leaders' view, but it'll make your team members feel heard, valued and more likely to stay.