

# 4 Ways to Improve Employee Retention

Do you know how much it actually costs to replace a good employee? An article by [HR review](#) says it costs £30,000 in the UK to replace an employee, another [article](#) says it can cost 30-50% of an entry-level employee's annual salary to replace them. The key message from all articles are ***it costs a lot to replace an employee who leaves you.***

If the cost doesn't matter to an employer, then losing top talent certainly does. So, what can you do to help improve employee retention and keep the people you want?

## Engaged Employees Become Retained Employees

Jean Martin & Conrad Schmidt wrote an article for Harvard Business Review "[how to keep your top talent](#)" in their research they found that:

- One in four intends to leave your employ within the year.
- One in three admits to not putting all their effort into the job.
- One in five believes their personal aspirations are quite different from what the organization has planned for them.
- Four out of 10 have little confidence in their coworkers and even less confidence in the senior team.
- They found that 21% of employees were "highly disengaged" and therefore highly likely to be leaving.

Engaged Employees become Retained Employees. Focus your efforts on keeping your employees engaged with their work, the team, the company, the culture and their development within the company.

## Hire for Cultural Alignment

[Research](#) has shown that there is a correlation between employees who say their organization has a clearly articulated and lived culture and those that say they are “happy at work” and feel “valued by [their] company”. [94% of executives and 88% of employees](#) in this study believe a distinct workplace culture is important to business success. Hiring people against the culture leads to more engaged employees (who become retained employees) who perform at their best.

## Guide, Train and Develop Employees

So, you have engaged and culturally aligned employees, now how do you keep them there? All employees need guidance, training and to be developed. High performers today need to be nurtured to become future potential for the organisation. In fact, [70% of today's high performers](#) lack critical attributes essential to their success in future roles. They need developing in order to grow into the roles the business needs them in. Succession planning fails when you forget to continually develop and keep engaged employees, engaged.

## Flexibility attracts and retains

Remote working is on the rise. At a recent [Global Leadership Summit](#) in London, more than one-third of surveyed attendees said they expect that at least half of their full-time employees will work remotely by 2020, Fast Company reported. A quarter said that at least 75% of their employees will not operate in traditional offices by this time.

Workers [have expressed](#) a preference for flexible working conditions. If you expect your best employee to answer his phone when a client calls at seven o'clock on a Friday night, you should also understand when that employee comes in late one morning or needs to take off early.

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