

Attraction, Retention & Engagement:

ARE Employers Ready?

December 1, 2021



Hire Dynamics 

OPPORTUNITIES. FULFILLED.

Who We Are

#1

Market leader in U.S. light industrial staffing.

#4

Hire Dynamics & EmployBridge combined rank #4 on SIA's list of Largest Staffing Firms in the U.S.

11%

Hold 11% of the U.S. light industrial staffing market.

11,000

Clients across 48 states.

80,000

Talent put to work today across 48 states

EMPLOYBRIDGE

Hire Dynamics 
OPPORTUNITIES. FULFILLED.



It's All About the Jobs.

Attracting, retaining & engaging talent is a priority for all organizations, now and in the future.

Each monthly report by the Bureau of Labor Statistics makes it clearer that the COVID-19 pandemic is still very much in the driver's seat of the U.S. economy.

Today, let's explore ways employers can lead -- in not only **securing the top talent** in this challenging market but in ***keeping them happy, growing, and contributing on the job.***

Unemployment rates are declining.



Gwinnett Unemployment Rates have declined towards Pre-Covid rate of 2.8%.

A photograph of two construction workers wearing hard hats (one blue, one yellow) looking at a tablet together. The image is slightly blurred and serves as a background for the text on the left side of the slide.

Gwinnett Trends

Top attrition rate factors:

- 1 Pay rate
- 2 Workplace culture
- 3 Talent poaching from competitors

- An uptick of 15% in compensation year over year.
- Attendance and performance weekly bonuses implemented.
- Easing of background requirements and screening processes.

New Needs

A woman with curly hair, wearing a white shirt and a headset, is smiling and looking towards the right. She is in a call center environment, with another person visible in the background, also wearing a headset. The background is slightly blurred.

Gwinnett's progress and challenges reflect trends we're seeing in clients across the country.

- Recruiting amid reluctance.
- Retaining despite record churn.
- Developing leaders and an emotional connection to the brand.

Recruitment Challenges



Pay matters.

In the three months ended September, **U.S. wages rose** an average **4.2%** from the year before, the steepest rise in three decades. (AJC)

Flexibility may matter more.

73% would trade an increased \$1.00 per hour in exchange for **5 extra PTO days**. (VOTBCW)

Organizations need a clear mission.

89% of job seekers believe it's important for an employer to have a **clear mission and purpose**. (Glassdoor)

Attraction

- **Flexibility** – The days of a one-size-fits-all work life are behind us. Candidates dislike long commutes and increasingly want to work in hybrid environments.
- **Competitive Salaries and Benefits** – With jobs more readily available than workers, businesses have to work harder to attract employees and wages continue to rise at the highest rates in recent decades.
- **Employer Reputation** – According to a 2021 [Glassdoor survey](#), 86% of employees and job seekers research company reviews and ratings to decide on where to apply for a job.

Retention Challenges

In Georgia, 4.2% of jobholders quit in August (2nd highest rate in U.S.). In September, that rate dipped to 3.7% (9th in U.S.).

\$11Bn

How much U.S. companies spend on employee turnover.

53%

Employees said they would've stayed at their jobs if employers showed more appreciation.

65%

North Americans reported that they weren't recognized even once in the past year.

Why Employees Leave

22%

Lack of career development

12%

Lack of support with work-life balance

11%

Manager's behavior

9%

Unsatisfactory compensation and benefits

9%

Poor well-being

Retention

- **Ensure Employee Success** – Setting and communicating clear business processes and investing in technology and training can drive productivity and workforce performance.
- **Prioritize Employee Wellbeing** – The pandemic provided insight into how talent lives. Providing a supportive culture and holistic policies that promote health and wellbeing are investments that can help talent sustain morale and performance through challenges.
- **Show Appreciation** – In addition to competitive compensation, celebrate employee successes with awards, promotions and special recognitions. A little acknowledgement of those keeping your business moving forward goes a long way.

Culture. Culture. Culture.

79%

Workplace culture is an important part of job satisfaction factors for 79% of Americans.

Engagement

- **CSR** – With so many available positions today, a strong **corporate social responsibility** strategy can help set employers apart. Employees want to feel good about their work. In fact, 70% say they won't work for a company that lacks a sense of purpose.* (*Forbes* 2021)
- **Communication** – Employees are most satisfied when they feel positive ties to company leadership and have a clear vision of the path forward. Consistent, transparent communication strengthens trust between management and employees.
- **Culture** – Workplace culture contributes powerfully to keeping employees satisfied. Culture fosters effort and engagement and the companies who emphasize rewards and celebrate successes attract and retain top-talent.

Engage Across the Entire Talent Journey

Sustainable workforces come from investing to build culture, giving talent the best possible experience across the lifecycle of their engagement.

At every step of the way, offering them an opportunity, fulfilling it through development of their skills on the job, and resulting in strong performance and retention.

Thank you.

