



Want to Attract and Retain Top Talent at Your Organization?

Best practices for reducing turnover and attracting the best of the best with an employee engagement program

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These days it takes more than an attractive salary to attract top talent. Ultimately, every company wants to attract and retain high quality employees. But how do you do that? There are various methods espoused by experts, but perhaps the most commonly touted approach is to develop and evolve a highly effective employee engagement program. After all, the more engaged your employees are, the greater their desire to stay with your company over the long term. Here are some best practices for attracting and retaining top talent with your employee engagement program:

Communicate your company's dedication to supporting the community... and stand by it

More and more, potential employees want to work for a company with strong values—one that gives back to the community. Employees increasingly want to feel they are a part of something greater than their day-to-day jobs. This is particularly true among younger generations. A recent study by Deloitte found that 70% of employees between the ages of 21 and 35 strongly favor companies that are dedicated to the community.¹ By stating your commitment to the community and standing by it, you will position yourself as a more favorable place to work and will in turn attract and retain more top talent.

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Embrace employee volunteering as a way to stay involved in the community

Developing an employee volunteering program is a great way to stay involved in the community. Make sure to align your program and its stated goals with your company's mission. Get as many employees involved as possible. Offer them one or two days of paid volunteering time per year. Doing so will help you convince your employees you're committed to more than profits—and they really do care about that! The more engaged they feel, the more inclined they will be to stay with you over the long term.



Publicize your employee volunteer program

If you are out in the community volunteering, make it a point to publicize your efforts, otherwise the community may not hear about them. Write press releases about the success of your events to inform the public of all the good you are doing. This will tie your brand to altruistic community support, and once you solidify this connection in people's minds, it will attract more high talent employees.

Encourage your top talent to spread the word about your company

Highly talented employees most likely have highly talented friends and acquaintances. And you want to encourage them to spread the word about how great it is to work at your company. The more engaged your employee volunteers feel and the more they feel their voices are being heard, the more loyal they will be to your company and its efforts—and thus more likely to refer top talent your way. So listen to them. Utilize surveys to get feedback after volunteer events and use their insights to improve your program. Involve them in every way possible in the decision making process. Once you build a strong base of high performers who are highly engaged and loyal, word will spread.

Create an internal social network to keep employees engaged with one another

Many companies block social networking sites from their office computer networks. But letting employees stay virtually engaged with one another is a good thing. So get an employee volunteer software solution that can act as a social networking site for internal purposes. Employees can post photos of volunteer events. They can communicate with one another to share knowledge and their experiences. You can use this avenue to spearhead competitions (i.e. most volunteer hours per quarter) that will keep employees excited about participating. It will simultaneously increase employee engagement levels and help employees feel they are part of a workplace community—both big wins when it comes to retaining employees.

1. Deloitte, 2011 Volunteer Impact Survey

Want to learn more about developing effective employee volunteer programs?

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