

# 99 WAYS TO REDUCE TURNOVER

*& Become a M.A.G.N.E.T. Employer*



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**Don't be fooled! Ping pong tables and free snacks are NOT retention strategies.**

After years of working with organizations across various industries, our team of strategists has compiled the below list of dozens of proven ways to reduce turnover. None of these adjustments addressed individually will improve retention, but a combination of several of these best practices WILL create a better place to work that will make it possible to keep your people longer.

The specific tips provided are an extension of our M.A.G.N.E.T. strategies explanation in Cara Silletto's book, **Staying Power: Why Your Employees Leave & How to Keep Them Longer**, available on Amazon.

### **MANAGEMENT EFFECTIVENESS**

#### Organizational Strategies

1. Implement (or reinstate) an effective management/supervisor training program
2. Conduct insightful self-assessments for all leaders with individual coaching for some or all
3. Ensure all managers and supervisors have the tools and resources they need to be successful in their roles
4. Conduct anonymous employee surveys multiple times per year to determine why people are leaving
5. Throw celebration parties for teams when organizational goals are met
6. Incorporate software that allows for continued management/peer/customer feedback
7. Create recognition channels at organization, department, shift, team and individual levels

#### Manager Strategies

8. Get to know your staff - learn their family members' names and what excites them in life
9. Provide more frequent feedback to all staff about how they are performing in their roles
10. Appreciate any job well done you're grateful staff completed – even if it's an employee's job
11. Personalize recognition and rewards for employees by knowing what's valuable to them
12. MBWA (Manage by Walking Around) – you cannot lead sitting behind a desk!
13. Continuously integrate teambuilding activities into the schedule
14. Schedule one-on-one check-in meetings with staff on regular basis to ask how you can provide more support
15. Choose your communication channel wisely and communicate in the way your staff prefer

## ATTRACTION & RECRUITING

### Employer Brand & Attractiveness

16. Ensure retention is a top priority – otherwise recruiting efforts are just a band-aid on a bigger problem
17. Maintain a strong employer brand in each city/community you operate
18. Check GlassDoor.com and Indeed.com for reviews and improve upon what you can to get better scores
19. Offer better benefit packages for experienced talent coming from elsewhere (& match their current package)
20. Offer valuable perks such as transportation support, bus passes, quarterly oil changes, child care support, etc.
21. Conduct a compensation analysis comparing all employment competitors – not just within your profession
22. Pay hourly staff weekly and offer immediate access to accrued pay through an external service
23. Create a “Selling Points” document for hiring managers that highlights reasons to work for your company

### Recruitment

24. Ask marketing to write more attractive job descriptions and remove industry jargon outsiders may not know
25. Don't expect talent to come to you - go to where your candidates are (students, retirees, veterans, etc.)
26. Text applicants if calls and voicemails are not being returned
27. Do not let applications sit anywhere – move them through the application process faster
28. Use an effective Applicant Tracking System (ATS) to its full capacity
29. Offer job shadowing opportunities to provide more realistic job previews
30. Implement valid hiring assessments measuring applicants' skills, behaviors and motivators
31. Create a hiring/selection committee of those with diverse mindsets so good applicants aren't overlooked
32. Ask candidates for their favorite snacks/drinks during interviews so you can provide those on their first day
33. Contact new hires prior to day one to discuss expectations and show excitement about their joining the team
34. Ask candidates for realistic expectations of how long they plan to stay and explain the impact of leaving

## GUIDANCE UPON ENTRY

### The New Day One

35. Ensure new hires feel welcome on day one with signage, lunch, a training plan, their equipment, etc.
36. Automate HR paperwork into an online system and allow them to complete some or all before arriving
37. Play a game on day one to have more fun – scavenger hunt, jargon bingo, Jeopardy, spin the wheel, etc.
38. Provide a welcome bag with their favorite snacks/drinks on day one (asked at interview)
39. Provide a list of common industry/organizational jargon and acronyms as a quick reference guide
40. Give a tour that includes the history, culture, and introductions to VIPs of the company
41. Ensure handbook/policy language reflects your intentional culture, is free from jargon, and includes images
42. Provide a visual attire policy with pictures of what to wear/not wear
43. Send all new hires home with logoed attire or a gift so they feel a part of the company family
44. Gather feedback from new hires about their day one experience to continue improving it for future orientations

### Onboarding

45. Build a proper training timeline based on what new hires need on day one, week one, month one, and year one
46. Standardize orientation schedules and plans across the organization and all departments
47. Create checklists (org, dept, role) to ensure new hires learn all the components necessary to do their jobs

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48. Upgrade eLearning programs to more effective interactive modules
  49. Offer additional onboarding time and tools for those new to your industry
  50. Provide new hires with a “buddy”/ mentor for answering questions in the first month
  51. Ask within 3 days if each new hire has everything they need to do their job
  52. Schedule 30/60/90-day check-ins with new hires to ask about their needs and expectations
  53. Train all managers on basic onboarding tactics to ensure new hires feel welcome and well-trained

## **NEW STAFFING MODELS**

### **Scheduling Changes & Flexibility**

54. Reconsider when, where, and how work can be done thanks to technological advancements and new access
55. Evaluate whether workloads are realistic, streamline operations, and remove redundant efforts
56. Add more staff in overburdened departments in order to avoid burnout
57. Adjust shift start/end times to align with today’s new workforce’s needs instead of “how it’s always been done”
58. Stand at the primary exit and shake hands with staff when their shifts end to recognize their continued efforts
59. Shift from a punitive scheduling/punctuality model to an incentive-based approach
60. Offer attendance bonuses or raffles (and plan to adjust the programs over time)
61. Offer more options of shift length (12, 10, 8, 6, 4 hours) to better meet the needs of your diverse staff
62. Make shift preferences a perk or bonus based on performance instead of seniority
63. Offer comp time for extra-long shifts or after completion of big time-intensive projects
64. Consider intentional use of overtime instead of scrambling (schedule for 45 or 50 hours if needed)
65. Every 5 or 7 years, provide an extra 2- or 4-week sabbatical with a paid family vacation included

### **Broader Advancement Opportunities**

66. Determine which positions in your organization are considered a “stepping stone” by staff
67. Create competency levels (1, 2, 3) to allow employees to be promoted within their current roles
68. Provide support (and funding when possible) for education or specialized certificates
69. Give staff access and time to complete free Mass Open Online Courses (MOOCs)
70. Post scholarships/grants available in your area (Rotary, Kiwanis, schools, etc.) and explain how to apply
71. Encourage mentorship (both ways) across the organization
72. Allow staff to cross-train in other roles or departments to learn new skills
73. Assign special projects and stretch assignments to team members looking for more growth opportunities
74. Chop up carrots offered at annual milestones into smaller incentives periodically (90 days, 6 months, etc.)

## **EMPOWERED RETENTION CHAMPIONS**

### **Taking Ownership of the Solution**

75. Create an opt-in Retention Task Force that focuses on driving the retention conversation and initiatives
76. Build a new staff position that goes beyond HR and recruiting and owns talent development and retention
77. Assign “Culture Keepers” or “Employee Ambassadors” to find ways to improve the organizational culture
78. Establish a staff council (i.e. Employee Voice Network) where employees of all levels can be heard

## TRUST THROUGH TRANSPARENCY

### Organizational Strategies

79. Ensure all managers can explain to staff WHY each policy is in place across organization
80. Do NOT allow seasoned workers to “eat their young,” bully new staff, or give new hires the “grunt work”
81. Separate toxic individuals from new hires or the organization entirely
82. Provide more transparency of company information and decision-making processes
83. Share the organization’s financial standing using real numbers or comparisons to last month/quarter/year
84. Create a small deck of Huddle Cards with reminders about the mission, vision, and core values of the company
85. Hold Town-Hall style meetings with all staff where there is no repercussion for asking tough questions
86. Reinstate or improve the internal newsletter and intranet resources for staff

### Management Strategies

87. Be authentic
88. Schedule staff/shift huddle meetings more often if staff feel left out of the loop
89. Implement stay interviews at 90 days, 6 months, and 18 months to check in on staff expectations
90. Offer skip-level meetings where your staff can meet with your boss instead of you
91. Cascade information to your team after important meetings, phone calls, or emails
92. Replace annual performance reviews with shorter, more frequent performance discussions
93. Engage front-line staff in process improvement decisions/initiatives

## MORE STRATEGIES

94. Keep in mind that 2-3% annual pay increases are a cost of living adjustment (COLA), not a raise
95. Improve system efficiencies and upgrade outdated software/hardware that is driving your workers crazy
96. Embrace, enhance and maximize volunteerism outside the organization to give back to your community
97. Understand government assistance thresholds and usage for low-wage employees and applicants
98. Find WIOA and other workforce grants available in your state for free training programs
99. Ensure best practices within the organization have a channel to become company-wide best practices

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Your leaders **need** to better understand today’s new workforce and prioritize retention initiatives.

The good news is...  
**SHIFTING MANAGER MINDSETS IS ALL WE DO.**

**Don't lose the talent you can't afford to.**  
Contact our Workforce Retention Strategists at  
[solutions@magnetculture.com](mailto:solutions@magnetculture.com) today!