



How to Recruit and Retain Employees Like Royalty... When You have a Commoner's Budget

According to Department of Labor  
Statistics, average American  
spends between 1800-2000 hours  
at work each year



A recent Gallop poll stated that 2/3rds of US workers were not engaged or motivated

# My own FB poll

Treat them with respect

Verbally praise them

Let them feel important

Always be approachable

# 1. Find Out What Workers Value Besides Money







Wanted: Single man, not over 25 years, to drive automobile in head-on collision with another car at the Albion Fairgrounds in connection with the Congress of Daredevils on August 19. Must crash with another car at 40 mph and give unconditional release in case of injury or death. Name your lowest price. Write B. Ward Beam, Albion, N.Y.









# Meaningful Work



Research from Harvard Business Review found that 9 out of 10 people are willing to earn less money to do more meaningful work.

Employees with very meaningful work spend an extra hour a week working and take 2 fewer days of paid leave a year.



Employees who have meaningful work experience  
greater job satisfaction and increased productivity



Employees who have meaningful work are 69% less likely to quit their jobs in 6 months and are more likely to stay with your company

# Common Purpose

- Are you inspiring employees?
- Are you articulating what the common purpose is?
- Is everyone on board with the common purpose?



# Freedom and Flexibility



Women are 8% less likely to quit for more money and 11% more likely to quit for more flexibility

# Give Your Employees Some Free Time



# Free Time



- Let them out early from work
- Longer lunch hour
- Flex schedule

# Feeling Appreciated and Valued



# Job Fits Your Personality



# Job Challenges You



# Opportunities





## 2.Hire For Curiosity



Curious Employees Adapt to Change



Curious Employees are Easier to Retain



Curious Employees are Problem Solvers





# Curiosity

Turns mundane  
tasks into  
something  
interesting



# Expands Your Empathy



Dr. Jodi Halpern - bioethicist at UC Berkley says that “doctors who show genuine empathy can increase effectiveness of treatment”

- Ask candidate if they have questions about the company or position
- Ask them “What is the last thing you learned?”
- Ask “What books or articles have you read lately?”
- Ask “Are you self-taught in any skills?”

### 3. Make Sure HR Isn't Completely Disconnected



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# Outside HR vs. Inside



## 4. Get Your Story Out There and Let Employees Find You



# Storytelling is a Way to Excite People to Take Action



# A Good Story Has Characters We Care About

- If I didn't care about the characters, I didn't care about the story
- It isn't the story, but what happens to the characters in the story that makes us care

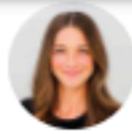


## 5. Employees Can Be Your Best Recruiting Tool



# Get Employees to Spread the Word Through Social Media





**Kristin O'Connell** • 2nd  
Director of Sales at Once Upon a Farm  
5d • 🌐

[+ Follow](#) ...

**Once Upon a Farm** hired me at 6.5 months pregnant, paid my full salary for 4 months while I went out on maternity leave 2.5 months later, let me contribute to my 401k while on leave, and didn't pro-rate the 4 months I was on leave out of my bonus. Upon hiring, I was offered and switched to their fully paid healthcare plan so that delivering my baby cost less than the check-ups leading up the birth on my prior plan. Now that I'm back at work, Once Upon A Farm offers to expense Milk Stork so I can continue to feed my baby breastmilk while traveling for work.

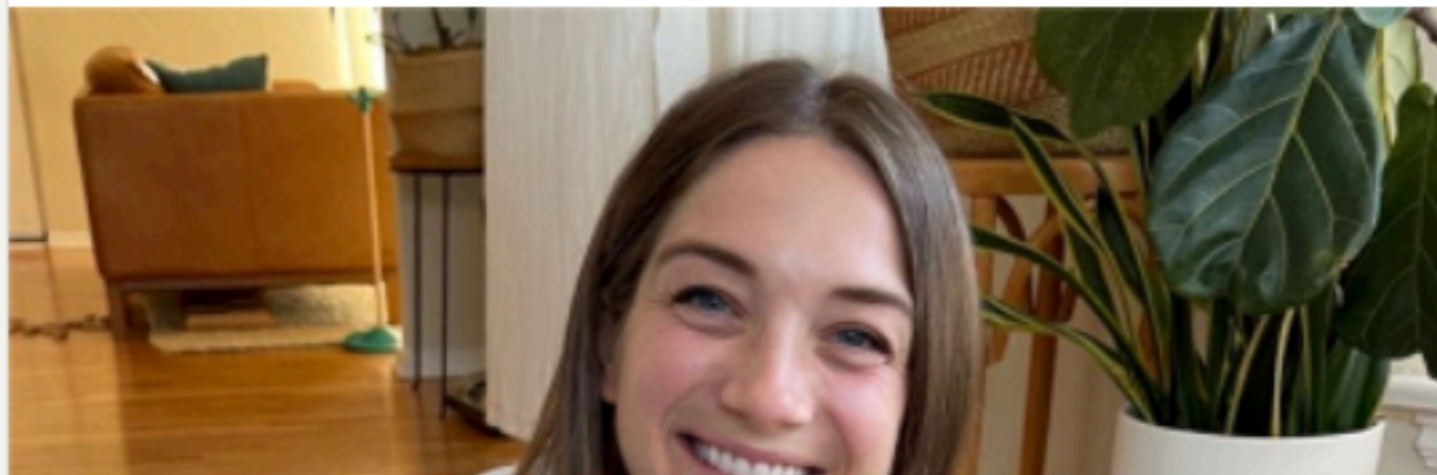
Once Upon A Farm provides all of this with the sentiment of, "Of course we'd do these things," as if it's the least they could do, even though they could in fact do a lot less.

Once Upon A Farm knows that it's worth it to hire the right person and that their investment in me will be paid back to the business multifold with the work that I do. A supported mother is a productive one.

Any companies looking for an example of how to support your working moms take note. An early Happy Mother's Day to all the working moms out there!

Special thanks to [Cheryl Vanvalkenburgh](#), [John Foraker](#), and [Kaitlyn Zuber](#) for the confidence and support from the beginning!

[#supportedmother](#) [#productivemother](#)



# Friendships at Work



- Recent survey states that people are 10 times more likely to stay in a job because of friendships
- Greater job satisfaction than a pay raise

According to a recent Gallup poll, people who have a “best friend at work” are seven times more likely to be engaged in their job.

Employees who report having friends at work have higher levels of productivity, produce higher quality work, and report greater job satisfaction than those who don't. This leads to higher retention.

# Plan Social Events to Encourage Employees to Make Friends



# Social Events



- . Birthday parties
- . Christmas parties
- . Book club
- . Movie night
- . Game night

## 6. Brag About Your Employees



80% of employees say they're inspired to work harder and more likely to stay at their job if their boss appreciates them



**Jim Hayes** • 1st

President & CEO at State Employees' Credit Union of North Carolina

4d • 🌐



One of my favorite things to do. Visiting branches. These amazing team members are our heart and soul of [#TeamSECU](#). They meet our members where they are. They go the extra mile. They are royalty of member service. Every branch I visit makes me more proud to a member of this team. [#TeamSECU](#). and meeting members is a bonus. This is what it's all about!!



# Ask For Their Input



# Give Awards for Excellence



# Sporadic Reinforcement

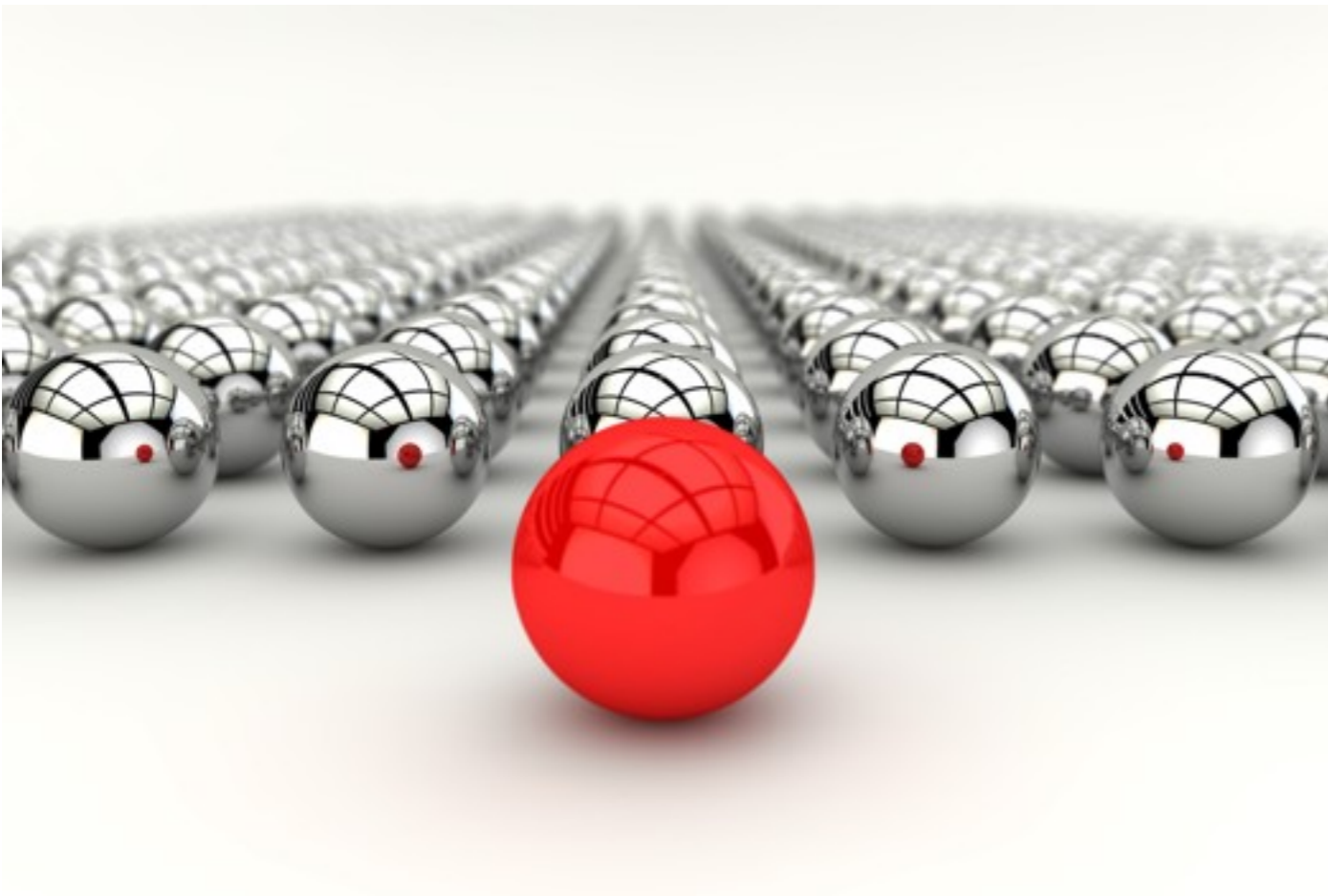


- Restaurant vouchers
- Catered lunch
- Car washes
- Massages

## 7. Give Your Employees More Responsibility



# Leadership Skills



- What events can you give them to plan?
- What special projects could they lead?
- Who could mentor them?

## 8. Let Employees Create Opportunities to Make More Money



## 9. Create a Fun, Creative, and Inclusive Culture



# Brainstorming



- Generate new ideas
- Solves problems
- Builds trust with your employees
- Builds an innovative culture

