



# HOW TO KEEP YOUR EMPLOYEES

**It's a war for talent. Getting the right person can supercharge your agency growth. Losing them can be even harder.**

**Here are our top points to help you keep your top employees.**

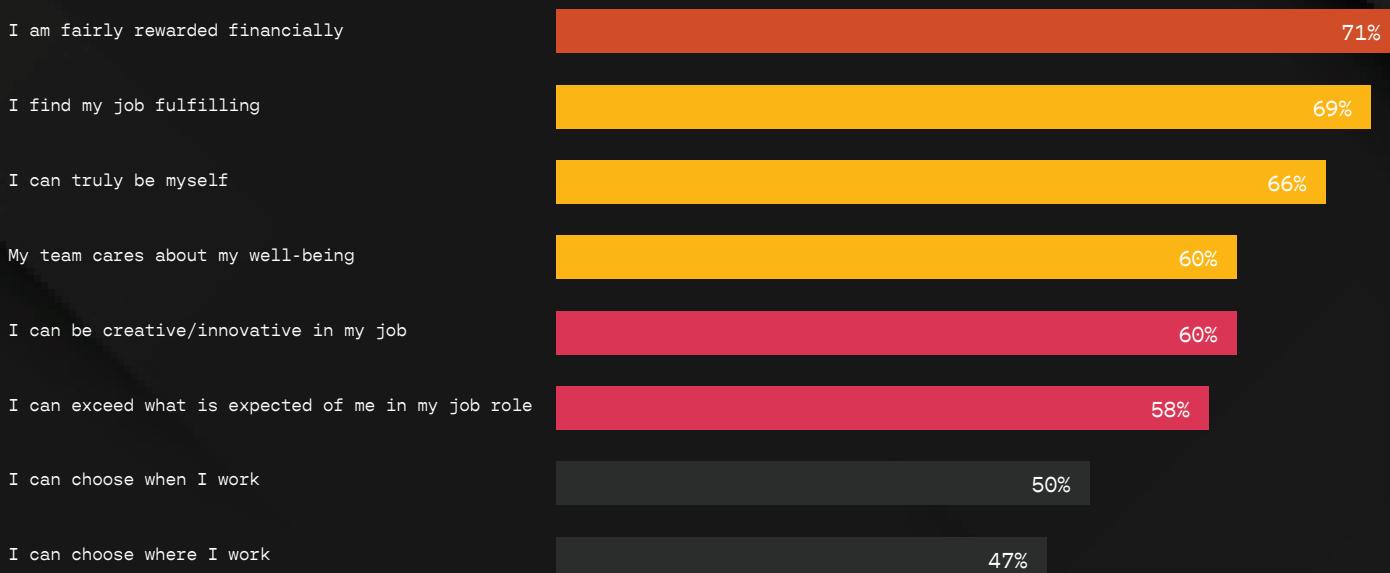


**Let's face it, it's a battle to hire and retain top talent. People are getting messages from recruiters each week. And... with so many marketing agencies, you're always in a competitive market for the best.**

## Meaning matters to employees

Most important factors when considering a change in work environment. % of respondents<sup>1</sup>

■ Compensation ■ Meaning ■ Confidence/competence ■ Autonomy



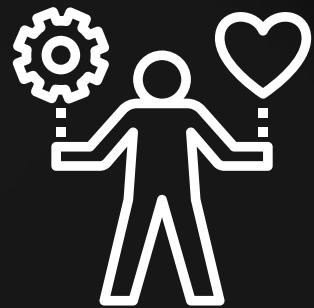
<sup>1</sup>Respondents who selected extremely or very important.

Source: PwC's 2022 Global Workforce Hopes and Fears Survey of 52,195 workers across 44 countries and territories.

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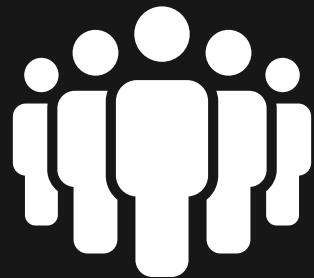


**OUR TOP  
POINTERS TO  
KEEP YOUR  
TOP TALENT**



## **PRIORITISE WORK -LIFE BALANCE**

Top employers create an atmosphere where employees have a positive work experience and feel connected to your business. Be flexible with working hours. Let them have a doctor's appointment in the day. Be mindful that not everyone can work 16 hours a day.



## **INCLUDE EMPLOYEES IN THE BIGGER PICTURE**

Tell them what's going on! Employee happiness is greatly improved by benefits like individual and departmental direction, frequent and clear communication about company happenings, and overall company direction.



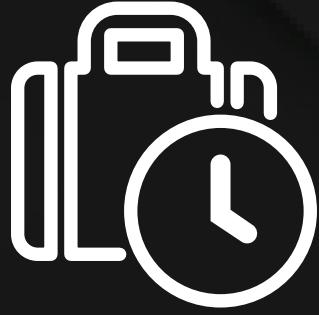
## **BE TRANSPARENT AND HONEST**

Everything isn't always rosy. While providing feedback and being able to understand employee concerns are important, what you do afterward is crucial to employee retention. Always be honest by sharing what you've learned and a strategy for dealing with the problem.

## **CREATE A CAREER PATHWAY**



Where can people see themselves in 5 years? Regular discussions with employees about career planning are essential for businesses. Make sure employees are aware of the various career paths and job opportunities offered by the company as part of their training and development.



## OFFER PLENTY OF TIME OFF

Increase the number of vacation days you give to your best employees. You can be sure that these superstar employees will finish their work and enjoy a few extra days of well-deserved time off with friends and family.



## PROMOTE A POSITIVE WORK ENVIRONMENT

Have you ever worked in a crap office? Makes a huge difference, doesn't it? A happy workforce results in a happy business. Change a title, reserve a parking spot, publicly acknowledge accomplishments, and offer a group lunch. Help employees grow and develop, whether it's by encouraging them to take on new responsibilities or challenges, enrolling in training to acquire new skills, or learning more about the company by going on business trips.



## **SET THE EXAMPLE**

It is crucial to enter the workplace as the boss with a positive attitude and to ensure that everyone feels the same level of importance.

## **OFFER BENEFITS BEYOND THE BASICS**



Providing help to employees in other aspects of their lives is a popular way to increase salary. To safeguard employees' incomes, you can provide additional life insurance. Employees are pleased with other additional benefits like dental, vision, and wellness. Additionally, employee health and happiness can be maintained by offering gym memberships and transport allowances. It's important to give your employees better benefits so they know you really care about them and their families.



Are you looking for talent?

**GET IN  
TOUCH!**



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