

Becoming an Employer of Choice

A Quick Guide



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In today's post-COVID labor market, the traditional roles have been reversed: **Job seekers, rather than the businesses hiring them, are now the ones with greater leverage** — with the luxury of picking and choosing where they want to work.

Indeed, as companies scramble to refill their ranks and return to prepandemic levels of operation, they're finding that candidates are far more selective about their options than in the past. Individuals are no longer simply taking the first positions offered to them; instead, they're looking for opportunities in which they'll be **engaged, empowered, and enabled to thrive**.

Which is why it's so crucial in this climate to stand out as an **employer of choice**.

Being an employer of choice means a lot more than merely sticking a ping-pong table in the office or stocking up the kitchen with tasty snacks. It's about finding **meaningful ways to attract the best and brightest to your organization** — by creating a supportive work environment that puts their needs first.

WorkSync has crafted this quick guide to help you take the right steps toward becoming an employer of choice — so you can rise above the competition and succeed in recruiting the highest-quality candidates to your team.

Flexible Scheduling

Shift scheduling poses major problems for countless hourly workers. Many businesses still utilize a rigid, top-down scheduling process that doesn't take into account employees' availability, preferences, travel time, and work-life balance. As a result, workers often become stressed and exhausted, which leads to frequent **burnout and turnover** — and frightens off prospective hires.

That's why implementing a **flexible, employee-centered approach to scheduling** —most likely powered by agile workforce management software — is so vitally important. A fluid, adaptable scheduling platform offers an array of advantages:

- **Employees can easily input (and update) their availability and preferences, so they're assigned the shifts that work for them.**
- **When last-minute changes arise, staff can conveniently pick up, drop, or swap shifts themselves – in real time.**
- **Team members are better able to juggle the competing demands of their jobs and their lives, especially in these hectic times.**

Not only does flexible scheduling improve employees' day-to-day experience; it also gives them a sense of empowerment to know they have greater control over when, where, and how they work. And it's a strong selling point for job seekers who value a workplace that cares about and accommodates their needs.

Communication and Collaboration

Many hourly workers struggle with feeling a **lack of agency** over their jobs and a **lack of transparency** from their organizations. They don't feel **included, connected, and kept in the loop** about important decisions and information that directly affect them and their work.

To become an employer of choice, then, it's essential to bring another feature to your workplace that goes hand in hand with flexible scheduling — namely, enhanced communication and collaboration.

And you can achieve this goal with the simplest tool imaginable: your employees' smartphones.

By providing your team members with an interactive mobile workforce app, you enable them to:

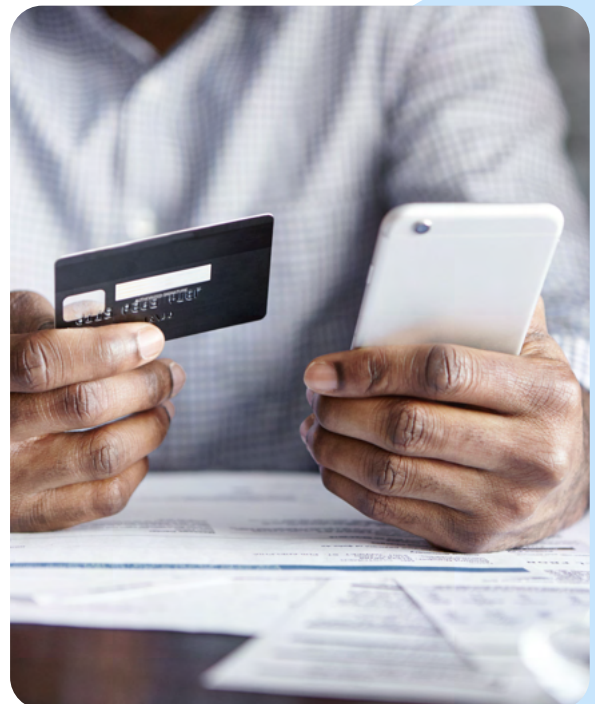
- **Punch in and out right from their phones, no matter where they may be working, without having to rely on a time clock.**
- **Communicate in real time with their managers and with each other, so they're always up to date and in the know about shifts, availability, and more.**
- **Instantly access information on their hours and wages, overtime status, paid time off, and other key benefits.**

A mobile solution makes your employees' lives easier, keeps them in touch with one another and with you, and supports a transparent company culture. Moreover, it shows job candidates that they'll be joining a trusting, collaborative, connected organization.

Earned Wage Access

Studies reveal that numerous hourly workers, including those who are employed full-time, face persistent **financial insecurity**. And when emergency bills and expenses arise unexpectedly, many wind up turning to predatory payday lenders who charge exorbitant fees for loans — plunging these hardworking individuals into debilitating debt.

This is where employers have a chance to step up and make a real difference. By introducing an earned wage access program, you can demonstrate that you care about the financial health of your workforce.



But what is earned wage access, or wage advance?

- **It's an exciting new benefit, rapidly growing in popularity, which allows employees to receive free, instant access to wages they've already earned, rather than have to wait two weeks for their paycheck.**
- **For example, a worker may clock out at noon and – with the click of a button – use that morning's wages to pay for lunch, if they so choose.**
- **Any wages advanced are then deducted from their biweekly paycheck, at no cost to the employer or the employee.**

An earned wage access program shouldn't exist in a vacuum, however; it should be part of a larger initiative to make a range of financial tools and education available to staff. Group workshops and one-on-one coaching sessions focused on topics like banking, saving, and investment can have a big impact on the lives of workers and their families — and set you apart as a concerned, supportive employer.

True Employee Engagement

Last but not least, there's employee engagement, a concept that has gained increasing traction in recent years. But **true employee engagement** goes beyond fun perks and congratulatory pats on the back — and when you make an effort to practice it, you distinguish yourself as an employer of choice.

What, then, does real engagement look like?

- **Creating team-building events and initiatives that connect employees across all areas of your operation around mission, values, and purpose.**
- **Offering opportunities to staff for continuous growth, learning, and advancement, as well as visible recognition of their achievements.**
- **Actively soliciting team feedback on company culture and practices – through a safe, secure process – and responding to it in good faith.**

These are just a few of the more substantive ways you can think about engaging your workforce, but they're an excellent place to start.

In sum, it's more critical than ever for businesses of all stripes to consider how they can become employers of choice and attract the high-caliber candidates they're after. Following this guide is a great step in the right direction — and will send a resoundingly positive message to job seekers about the nature and quality of your organization.

To learn more about WorkSync and our leading workforce management solutions, visit us at worksync.com.

