

EBOOK

# 9 Strategies to Boost Employee Retention

Unlocking Employee Retention Strategies for HR Professionals

# Building a Strong and Engaged Workforce

## Unlocking Employee Retention Strategies for HR Professionals

In today's competitive job market, it's more important than ever to focus on employee retention. Employee turnover is a costly problem for businesses of all sizes. According to [Gallup](#), replacing a team member can cost up to two times that employee's annual salary. But it's not just about the financial costs: turnover can lead to decreased morale, efficiency, and customer satisfaction.

HR professionals are at the forefront of this battle, tasked with creating an environment that fosters employee loyalty and commitment.



This ebook will explore **9 effective employee retention strategies** for HR professionals, small business owners and managers.

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# Offering Opportunities for Professional Growth

According to [Deputy's data](#), 89% of hourly workers want their employer to offer personal or professional development opportunities. Career and job-related certifications, technical skills, and leadership are the most popular. Empowering employees with growth opportunities fosters loyalty and commitment to your business. You want to see that they are growing and developing in their careers. Offering opportunities for professional growth is a great way to keep them engaged and motivated.

## Personalized Skill Development and Training Programs

Provide your staff with the [training and development](#) they need to succeed. This could include formal training programs, on-the-job training, or mentorship opportunities.

## Implementing Career Progression Plans

Create clear career paths for employees so they know what they need to reach their goals. Support them in mapping out their career goals and developing a plan to achieve them. This will give them a sense of purpose and direction in their work. Leverage [Deputy's performance management tools](#) to track employee progress and implement effective career progression plans.

## Mentoring and Coaching Initiatives

Pair your newer starters with experienced internal mentors or external work coaches who can help them develop their skills and knowledge as well as deal with the demands of shift work on their bodies and mental health. Use Deputy's [communication tools](#) to share mentoring and coaching messages within the business. A lot of times, shift workers work alone late at night, and very early in the morning with different team members on different days each week during their shifts. This can lead to feelings of isolation. When you pair them with a mentor, however, they have someone with whom they can talk and ask questions. Coaches can be found online who can help your team of shift workers cope better with the rigors and demands of shift work. For example, [Coach Roger](#) of [A Healthy Shift](#) provides tips on how to recover from night shifts.

# Creating a Positive and Supportive Work Culture

A positive and supportive work culture is the foundation of a thriving workplace and the bedrock of retaining top talent.

## Cultivating a Culture of Appreciation and Recognition

Let your employees know you appreciate their hard work and dedication. Employees can feel recognized through formal recognition programs, like earning the Employee of the Month award, or through informal gestures, such as receiving a handwritten thank you note.

Deputy allows managers to [recognize employees' efforts](#), fostering a culture of appreciation. Employees want to feel valued and appreciated for their hard work, so be sure to recognize and reward employees for their contributions regularly.

- Recognize and appreciate baristas who consistently receive good feedback from happy customers or retail associates who accomplished this week's sales targets.
- Treat them on their birthday by arranging a small celebration or gift for their special day. You can also order a whole cake or a dozen sweet treats to share with the rest of your team.
- If they're hitting a smaller goal, such as serving the most tables in a day, give them a gift card to their favorite coffee shop or boutique.
- If your store staff hit an all-time revenue high, celebrate with them on an employee offsite.

## Encouraging Open Communication and Feedback

Create an environment where your staff feel comfortable sharing their thoughts and ideas. This will help you identify and address any issues affecting employee satisfaction. For example, Deputy's [Shift Pulse tool](#) helps you collect insightful feedback from your team members at the end of every shift, so you can identify any challenges before they become a reason for turnover.

## Encouraging Work-Life Balance and Flexibility

Employees need to be able to balance their work and personal lives. In Deputy's recent [State of Hourly Work survey](#), the top two things employees like about shift work are schedule flexibility and the ability to fit in other commitments. Offer flexible work arrangements and shift-swapping policies that support employees' well-being. With [shift swapping](#) and [leave management](#) features, Deputy promotes work-life balance and flexibility for shift workers.



# Embracing Technology for Seamless Onboarding

Long-term employee retention starts from day 1 with a great onboarding experience. Streamlining onboarding through cutting-edge technology doesn't just save time; it completely enhances the onboarding experience for new hires. Here are some innovative ways to use technology to improve onboarding:

## Leveraging Digital Onboarding Platforms for Efficiency

Digital onboarding platforms can automate many onboarding tasks, such as paperwork and compliance processes. This frees up time for you to focus on more strategic tasks. [Deputy Onboarding](#) streamlines the onboarding process, reducing paperwork and enhancing the new hire process. Automating paperwork and compliance processes can help ensure you meet all onboarding requirements promptly and efficiently. Automation can save time, reduce errors, and reduce administrative burden.

“

The onboarding function is super simple, saves a ton of time, and makes sure everything is very streamlined.

**Brittany Smith**

BOH Operations Manager & Executive Pastry Chef  
Icebergs Dining Room and Bar

## Gamifying Onboarding to Enhance Engagement

Gamification means using gameplay mechanics for non-game applications to encourage specific behaviors and outcomes. By adding elements that make the hire experience more fun, competitive, and exciting, gamification can make onboarding more engaging and interactive for new hires. Points, scores, and leaderboards are traditional gamification elements that show your employees how much progress they make with their onboarding.

# Effective Employee Recognition Programs

Recognizing and rewarding employees for their contributions drives a sense of value and appreciation. According to our [2023 State of Hourly Work report](#), **47% of US shift workers** believe that being valued and recognized for their contribution will create a more positive work environment. Recognition is undoubtedly a powerful motivator. Employees who feel appreciated for their work are more likely to be engaged and productive. Justifying a pay rise can be difficult with rising business costs, but recognizing your staff for their hard work is essential.

## Implementing Employee Recognition Programs

Create a formal employee recognition program to show appreciation for your employees' hard work. This could involve giving out awards for performance targets. Learn how Deputy can provide you with [the performance data](#) to design structured recognition programs that keep your staff motivated.

## Non-Financial Rewards and Perks

Don't underestimate [public praise on team platforms](#). Don't let your team feel underappreciated and disenchanted about their work. If you can't reward them with higher pay, demonstrate in other ways that their efforts don't go unnoticed. New York restaurant [Principe](#) does weekly [Instagram shout-outs](#) to recognize their staff. [Honest Burgers](#), one of our British customers, not in the States, periodically features and recognizes its staff on its [Instagram page](#) and [LinkedIn platform](#).



# Incentive-based Recognition Initiatives

If you're in the lucky position to be able to afford monetary recognition rewards, these can be a powerful way to show your appreciation for your staff's hard work. You can give bonuses, commissions, or other forms of compensation. Non-monetary incentive programs could include contests, leaderboards and challenges encouraging employees to achieve specific goals and go above and beyond.

## PRO TIPS

### Here are some additional tips for implementing an effective employee recognition program:

- Be specific about what you recognize. Don't just say, "Good job." Tell your employees what they did that was so great.
- Be timely. Don't wait till the end of the year to recognize your team. Recognize your team as soon as possible after they do something that deserves recognition.
- Make it personal. Don't just send out a generic email or letter. Take the time to write a personal note or have a 1:1 with the employee.
- Be sincere. People can tell when recognition is genuine. Make sure that your appreciation is honest and heartfelt.

### It's also essential to:

- Ensure the program aligns with your company's values.
- Get employee feedback on the program.
- Make the program's requirements easy to understand.
- Track the results of the program.

# Prioritizing Work-Life Balance and Well-Being

Striving for a healthy work-life balance contributes to employee satisfaction and retention. Employees who feel frustrated about working long hours that leave little time for themselves are likelier to leave. To avoid early departures from your company, it's important to prioritize work-life balance and wellbeing.

## Offering Flexible Work Arrangements for Shift Workers

A flexible working culture is the number one priority for hourly workers. Flexible work schedules mean very different things to shift workers than to 9-5ers. For shift workers, flexibility means having more control over when they work, a stable and predictable shift schedule, and the ability to declare their availability or swap shifts quickly when life happens. [Deputy's scheduling tools](#) can accommodate shift workers' needs, offering flexible arrangements and easy shift swapping that enhance work-life balance.

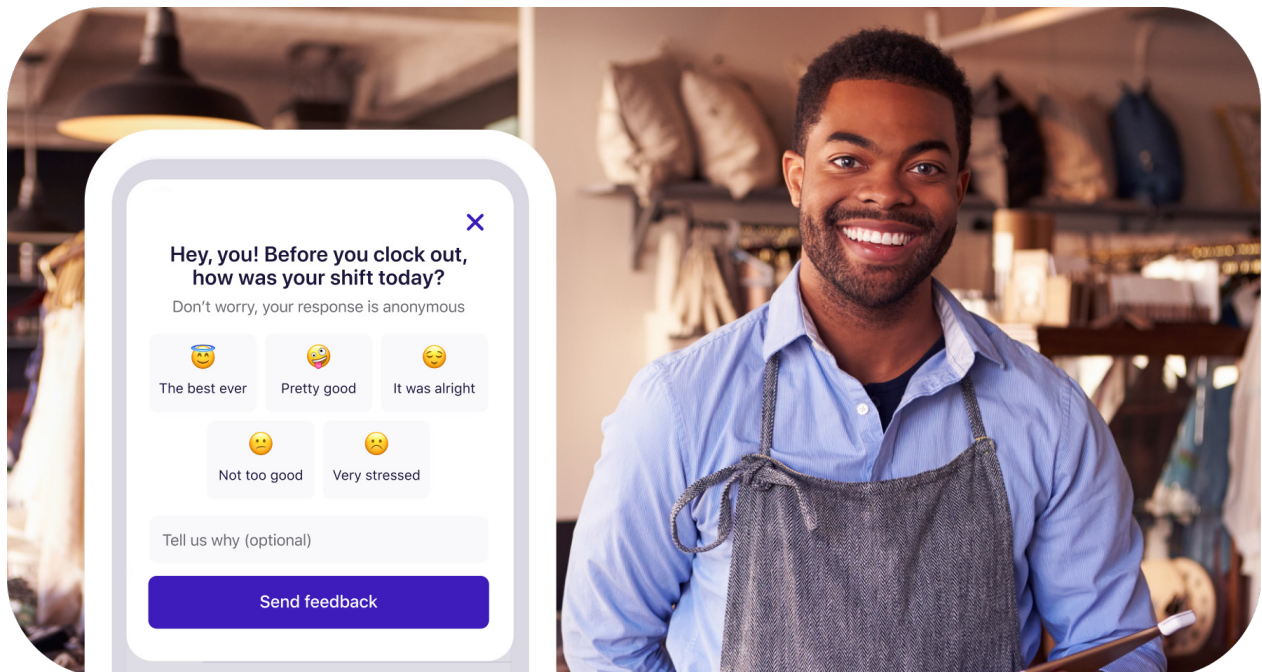
**According to [Deputy's 2023 State of Hourly Work report](#), 18% of US shift workers have multiple jobs, making flexible working arrangements and clarity even more critical. 44% of US shift workers value the ability to meet other commitments, and 48% say they appreciate schedule flexibility.**

## Nurturing Employee Wellbeing Through Wellness Initiatives

These include on-site fitness facilities or equipment like yoga mats or weights, free mental health resources, Employee Assistance Programs (EAP) or health insurance. Over [60% of US shift workers](#) in our State of Shift Work survey say their employers have offered additional benefits such as free mental health programs, financial education opportunities, same-day pay for quicker access to wages, free meals and drinks or cashback offers to remedy some of the effects of the cost of living crisis. Second, to better pay, these benefits [rank highly according to our data](#) in retaining employees, with US shift workers stating that non-salary benefits such as wellbeing programs and EAPs could convince them to leave their jobs.

## Promoting Mental Health Support and Resources

Provide mental health resources, such as counseling or therapy through an Employee Assistance Programme, to create a culture where staff feel comfortable discussing their mental health. Check out our [Hospitality Growth Hacks series](#) that tackles how to support and retain your team through the cost of living crisis. You can also use [Deputy's communication platform](#) to share mental health resources and support or just give words of encouragement to your team during a hard shift.



# Building Strong Employee-Manager Relationships

The relationship between employees and their managers plays a crucial role in their decision to stay with the company. According to a study by the [Chartered Institute of Personnel and Development \(CIPD\)](#), 72% of employees who left their jobs in the past year cited their manager as a reason for going. According to our State of Shift Work study, [67% of shift workers](#) who feel satisfied with their jobs say they feel supported by their managers.

## Effective Managerial Communication

Be clear, concise and honest in your communication with your team. Be open to honest feedback and willing to listen to their concerns and suggestions. Open and honest communication can improve trust and respect among team members, enhance collaboration, increase productivity, and create [a more positive work environment](#). Lead by example by fostering transparent communication consistently.

## Regular Check-ins and Performance Feedback

You should schedule regular check-ins with employees to discuss their work and provide feedback. This will help ensure your team stays on track and that any problems are dealt with early on. Establish reliable channels for regular check-ins and performance feedback. Policies should guide how these should occur and which channels they'll take place on.

## Building Trust

Building trust is vital for employee relationships, from keeping your team in the loop on important business updates to making sure they're paid correctly. Deputy's [time tracking](#) and compliance tools give employees the confidence that they're being paid for their exact work hours and entitlements with [every payroll](#).

# Providing Supportive Leadership

Support your employees if they struggle with workload or other issues. Create a supportive work environment fostering a culture of respect and understanding and providing employees with the resources they need to succeed. You can reduce stress and enhance overall job satisfaction by fostering a positive work environment.

## PRO TIPS

**Host an offsite:** Company offsites are useful for leaders to dedicate time and space to important conversations they want to have with their team that they might not have time for during normal work hours. Offsites can be as complicated as rock climbing or as simple as taking your team to lunch, and if they work in hospitality, they can enjoy being served for a change.

**Use an icebreaker:** Before team meetings, use an icebreaker to help your team members relax and get in the right mindset for what you're about to discuss. Icebreakers are also great for training sessions with new employees, strengthening bonds with team members, and reducing tension at work.

**Share and explore your values:** Share your personal and professional values regularly with your team. Initiate reflection on their values and discuss how they can take a value-based approach to learning.

**Empathize with them:** Get to know your team's pain points and see working life from their perspective. This will help you bond with them, make you a better leader, and improve teamwork in the long run.

# Empowering Employees with a Sense of Purpose

Employees who connect with the organization's purpose and vision are more likely to stay and contribute. The following strategies can help align your workforce with your business's objective.

## Aligning Employees with the Business's Mission

Your staff should understand [the company's mission](#) and how their work contributes to it. Ensure you articulate your mission by crafting a clear and compelling mission statement. Involve your staff in the creation of your mission statement and reiterate this mission consistently in all your communications with your staff. Infuse this mission into your everyday workplace culture by making it part of your performance reviews or decorating the staff area so it's top of mind. [Use Deputy's communication tools](#) to regularly share your business's mission and values, fostering a sense of alignment and purpose among your workforce.

## Communicating the Impact of Employees' Work on the Organisation

Regularly remind your employees of the impact of their work on the company and its customers. Be intentional about highlighting team and individual contributions to the business. Implement recognition programs that tie accomplishments to the organization's goals and share employee testimonials and stories of employees who've made a meaningful impact on the company. Leverage Deputy's [performance tracking features](#) to highlight the impact of individual and team contributions on your organization's success.

## Connecting Employees to the Greater Impact on the Community

Employees should know how their work and the company positively impact the community. CSR initiatives can involve employees in community-related activities. You can also encourage and facilitate volunteer work among your team. Another strategy worth implementing is measuring and communicating the collective difference your company makes in the community. Regardless of your path, use [Deputy](#) to share how your business contributes to the community, promoting a sense of purpose and pride among your employees.

# Fostering Teamwork and Autonomy for Higher Employee Retention

Fostering a culture of teamwork and autonomy among your employees is a game-changer for boosting retention rates. This section will discuss the importance of creating a supportive team environment and fostering autonomy among your staff members, ultimately leading to higher employee satisfaction and retention.

## Team Building Activities

Teamwork is not just about working together; it's about building a culture of mutual support and shared goals that can make employees feel valued and less likely to leave. Encouraging team-building activities is one way to teach employees to create a collaborative work environment.

## Trust Employees with Decision-Making Responsibilities

Granting employees autonomy can increase job satisfaction, improve productivity, and enhance employee retention. Offering them decision-making responsibilities can boost their confidence and loyalty. Explore how giving them a stake in decision-making can lead to a more satisfied workforce.

## Promoting Cross-Training and Skill Development and Sharing

Encourage employees to gain diverse skills by promoting cross-training, skill development, and sharing. [Our data shows that 89% of shift workers globally](#) want their employer to offer development opportunities such as professional certifications, learning experiences, leadership training, and professional coaching. Cross-functional project teamwork is another way to promote collaboration and innovation. Use Deputy's [task delegation feature](#) to encourage learning diverse skills within your business - only once you've trained the team member in the new task!

# Streamlining the Hiring Process for Better Retention

A seamless hiring process can set the stage for better employee retention right from the start. The hiring process is an employee's first interaction with your company, and a positive experience can set the tone for their tenure, impacting their decision to stay in the long run. This section delves into strategies for optimizing your hiring workflow, ensuring you find suitable candidates and swiftly bring them on board. Candidates must have an excellent first impression of your company.

## Crafting Engaging Job Descriptions

Your journey to better employee retention starts with an enticing job description. It's vital to write job descriptions that reflect your company culture and highlight opportunities for growth and development, all while using language that resonates with your target candidates.

[Deputy's AI capabilities](#) can support you in crafting compelling listings that attract candidates who align with your company's values. With Deputy, you can create and post a job in seconds using AI-assisted job descriptions and find the right people faster.

## Improving Communication During Hiring

Clear, timely, and respectful communication during the hiring process can make applicants feel valued, increasing the likelihood of them accepting a job offer and staying with your company. Providing detailed feedback to applicants creates a positive candidate experience. [HR tech](#) can support you in effortlessly moving candidates through the recruitment process, informing them with automated messages as they progress and, once you've hired them, helping them straight through onboarding.



# The Role of Documentation in a Streamlined Hiring Process

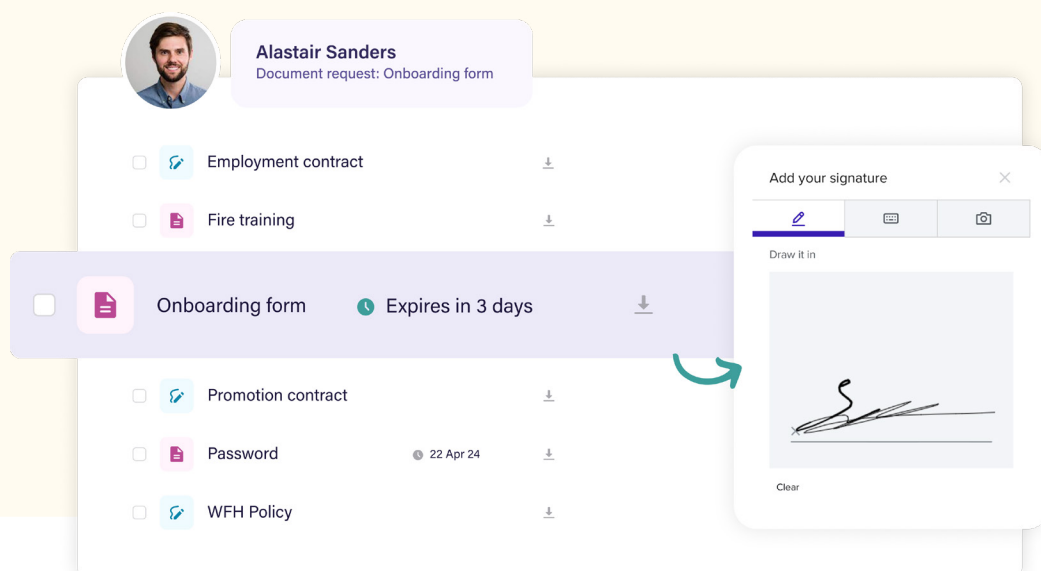
Proper documentation throughout the hiring process ensures transparency, provides legal protection, and sets clear expectations—all of which contribute to better employee retention.

You can save yourself [hours of paperwork](#) by keeping employer details in a central user-friendly hub. Signed contracts, certifications, right to work documents can all easily be requested and found with an [effective document management system](#). This way you always know where everything is, exactly when needed.

Your **document management system** must also keep track of expiring certificates and licenses. Deputy automatically reminds employees to update training certificates, licences, and right-to-work documents before they expire.

**Data security is also paramount.** Your team’s data needs to be protected, and you need to feel confident that your hiring document management system is security-compliant. Deputy is certified against ISO27001 standards for data security compliance with [best-in-class encryption](#).

Your **new staff member has access to all their relevant documents** in one central location, so they can quickly and easily check their contracts, training certifications, company handbook and any other essential documents.

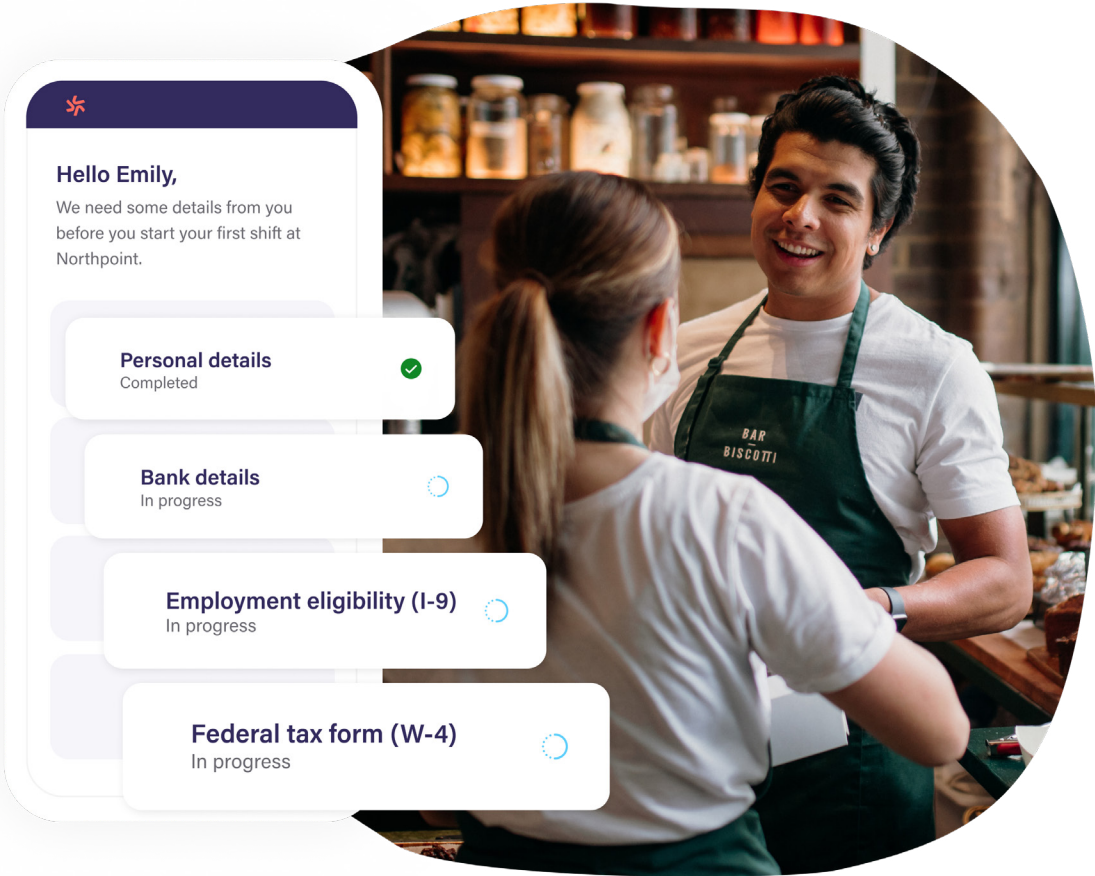


# Optimizing Job Postings for Online Platforms

The digital age demands a solid online presence. With [Deputy Hire](#), you can leverage online platforms to reach a wider pool of candidates while maintaining your brand identity. You can promote your job listings across the world's leading job boards and social channels [in one click](#).

It's also essential to tailor the candidate experience to more modern ways of using technology and give applicants a chance to showcase their unique personalities. With a hiring platform like [Deputy](#), you can easily tailor your application questions and allow candidates to shine with video responses. This increases your chances of finding the right fit for the role while providing a better candidate experience.

"I enjoyed the video application, as I felt confident I had the opportunity to connect with the audience and show my true self beyond the words on my CV," says an applicant to [Piccolina Gelateria](#), using Deputy Hire.



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## Effective strategies to boost employee retention can be relatively inexpensive

Throughout this ebook, we've explored various strategies and techniques to enhance employee retention. By creating a positive and supportive work culture, offering growth opportunities, prioritizing work-life balance and well-being, establishing transparent communication channels, building solid employee-manager relationships, and fostering teamwork and autonomy, you'll be well-equipped to retain top talent.

Moreover, by streamlining your hiring process, you can ensure new employees start their journey with your company on the right foot, setting the stage for a long and productive tenure. Remember, employee retention isn't just about keeping valuable team members; it's about creating an environment where they thrive and contribute to your organization's success.

With Deputy's comprehensive workforce management solutions, you can quickly implement these strategies and create a more efficient and satisfying work environment.

[Get in touch with our team today](#) and learn how Deputy's HR and scheduling software can help you hire, onboard, and retain the best talent with incredible efficiency.

**deputy** 

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one shift at a time.**

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