



## HOW YOU CAN ATTRACT RETAIN THE BEST PEOPLE



MODULE  
**2**

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02921 676214

“You don’t  
build a  
business you  
build people.  
Then people  
build the  
business”

ZigZiglar

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## What You'll Learn

- ✓ How to better motivate staff and improve employee wellbeing
- ✓ How to attract and retain the best people
- ✓ The important questions that need answering
  - How do I better improve workplace flexibility?
  - Do I truly understand the needs of my staff?
  - Are we retaining the best staff?

**Reading a Printout?**

You can write down notes on the **final page**.

## Best Motivators

Fair and Competitive Salary

Feeling Empowered at Work

Recognition of Achievements

Good Relationships With Managers

Reasonable Hours

Rewarding Loyalty

### Did You Know?

The cost of replacing a key staff member earning £25,000 or more equates to over £30,000 per person, once you consider the logistical costs of replacing an employee and the time it takes to get a recruit up to their optimum productivity level, so it makes financial sense to retain your best talent.

# Improving Staff Motivation

Employees Value	Address this by
<b>Fair and Competitive Salary</b>	<p>Ensuring that salaries are aligned to local legislation and the job market and that, in addition to salary, there are employee compensation packages and a best practice employee benefits package in place to ensure good employee wellbeing.</p>
<b>Feeling Empowered at Work</b>	<p>Creating a culture of trust at the top of the organisation and making sure these trickles down through all the management layers. Give line managers the autonomy to make decisions and the trust to get on with the jobs they have been hired to do, and in turn, they will pass this on to their employees.</p>
<b>Recognition of Achievements</b>	<p>Rewarding employees for work that has had a direct impact on business success. This could be anything from a financial bonus to share ownership, an extra day's leave or an all-expenses-paid day out.</p>
<b>Good Relationships With Managers</b>	<p>Ensuring a range of leadership and management training is available, whether more formal classroom style learning, on the job development such as mentoring and coaching, or e-learning programmes on the company intranet, for example. Make it easy and make it useful. Consider how much you invest in skills and behaviour training for all your staff versus resilience and wellbeing training</p>

## Working Reasonable Hours

Introducing different ways of working flexibly – for example allowing employees to work from home a day a week, or to encourage employees to manage their agreed hours for each week to fit their personal needs.

## Rewarding Loyalty

Enabling your staff to visualise levels of loyalty can often aid motivation. Get creative on how you can implement such a feature in your workplace. Think about what your workforce deal with on a day to day basis and milestones that offer rewards for years worked.

### 2 Years

£20 XMAS VOUCHER

2 EXTRA DAYS OF LEAVE



### 5 Years

£50 XMAS VOUCHER

5 EXTRA DAYS OF LEAVE



### 10 Years

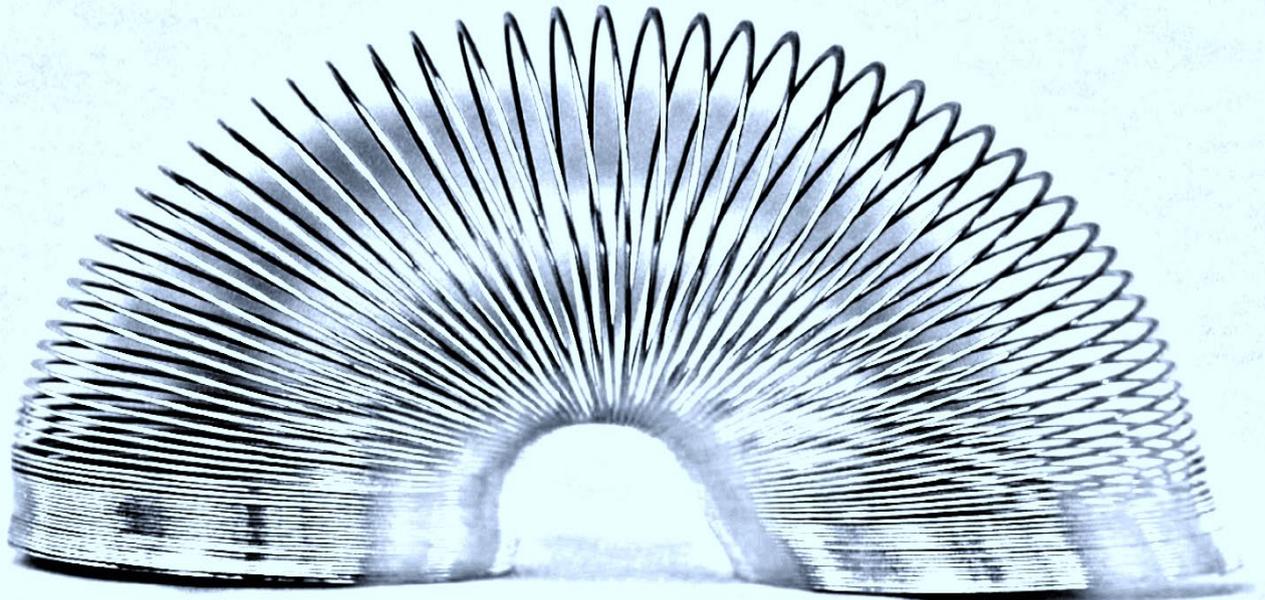
£100 XMAS VOUCHER

10 EXTRA DAYS OF LEAVE



- Half of UK workers say employee benefits would make them feel happier at work
- Free tea and coffee voted the most popular office perk
- Flexible working hours and free ice cream voted most popular seasonal benefits
- 1 in 6 people willing to take a pay cut in exchange for summer perks

*Source: Employee perks: What UK workers really want – Reed.co.uk*



## Possible Action

Assess the jobs in your organisation and how they may be carried out more efficiently – working from home, at different hours, as part of job shares, for example.

**What roles in my organisation might lend themselves easily to a job share?**

**Do I know how certain jobs in my company could be carried out more efficiently?**

**Do I ever question the way we do things in my organisation and what we might do differently?**

**What if I asked staff how they think they could work more efficiently?**

**Could I speak to Board members about encouraging different ways of working?**

# Understanding Your Workforce Demographic



## Possible Action

Examine your workforce demographic and survey employees frequently about their jobs, their working practices and their general wellbeing.

**What is my workforce demographic?**

**Is my organisation responsive to employee needs?**

**Do I know what they need and what motivates them?**

**Does my wellbeing strategy address this?**

**For example, are the employee benefits we offer fit for purpose?**

**Should I ask staff what employee benefits they would value the most?**

**Could I speak to our Finance Director to see if they have an opinion on the wellbeing package we offer?**



## Possible Action

Establish where your talent shortages lie and consider whether your employer branding and positioning is appealing to the right sorts of recruits.

**Could I ask colleagues responsible for recruitment what else we could be doing in terms of our branding and positioning to attract the right talent?**

**Do I know where our key talent shortages are and why is this so?**

**Have I asked management teams where they feel our key talent shortages are?**

**Are we doing everything we can to find and recruit the best people?**

**Why have staff left our workplace? Are they able to be honest about their time here?**

# Understanding Employee Needs & Ambitions



## Possible Action

Gather feedback intermittently from employees about what kind of development they want, what their development needs are and where they want their career to go.

**What sorts of opportunities do I offer staff for progressing their career?**

**Do I know what their development needs are?**

**Should I ask staff what kind of career development opportunities they want?**

**Could I also ascertain what kind of training and skills development they would value most?**

**Do we allow staff to work at full capacity? Or are they restricted?**

## Have you read all of our *HOW YOU CAN* collection?



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IMPROVE WORKPLACE WELLBEING**

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MODULE **1**



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MODULE **2**



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MODULE **3**



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IMPROVE STAFF MOTIVATION AND TRUST**

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MODULE **6**



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MODULE **7**

## The Case-UK Vision

Establish and develop a supportive network of individuals, agencies and communities of interest to create sustainable social enterprises that contribute to a higher standard of living for themselves, their families and their communities.

**CONTACT US**

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