

10 ways to attract, retain and motivate human resources

By **KERRY JOTHEN**

1. Establish a reputation as an employer of choice; promoting your company as an employer of choice to your employees won't work if they don't believe it. So the first step is basic: Determine whether your people really choose to be there, or would change jobs if given an opportunity.

2. Adopt explicit positive values with input from employees.

3. Have a reward and recognition system and be a role model for it – **Maritz Research Inc.** (2006) found that only 27 per cent want to be recognized by non-monetary employee incentives.

4. Model and stimulate passion among staff. Find out who are they? Why are they working here?

5. Train, empower and

hold managers accountable for retention

6. Do your homework on measuring turnover – Measure it so you can manage it. Find out way employees leave. Conduct “stay interviews” to find out why certain employees don't leave. What attracted good employees? What do they truly value?

7. Foster a learning organization, support employee development

8. “Onboarding” is the total process of linking with workers from the time that they first become candidates to their first anniversary of employment – The stronger the onboarding process, the lower the new-hire turnover.

9. Strengthen/establish relationships with K-12 and post-secondary schools.

10. Use your industry association to help you and your peers.