



RETAINING TOP TALENT IN 2019

The Key Drivers of Workplace Culture

A healthy economy is a good thing. But it also presents challenges when it comes to attracting and retaining top talent. First, everyone is pulling from the same, limited talent pool. And then there's the issue of turnover, because now more than ever, employees are being tempted to pursue better opportunities.

4.0%

Unemployment Rate

This rate is way down from the high of 10 percent in 2009.

2.7%

Rate of Quitting

Walking out the door is back in style — and this number is predicted to increase.

1.1%

Rate of Layoffs

With fewer companies in the midst of major restructures, layoffs are way down too.

63%

Rate of Workforce Participation

Workers are calling it quits for good. This number has recently slipped a few percentage points.

With the labor market heating up, how do you ensure you're not losing experienced employees faster than you are able to attract new ones?

It's time to make sure your culture is in great shape so you can improve employee retention and reduce employee turnover.



The key drivers of workplace culture

So, what matters most to employees? What motivates them to stick around, give their best each and every day – and maybe even refer your organization to others? After 13 years of studying what leads to higher employee engagement – and therefore, better retention – [Energage](#) has found the answer. Through our research, we've identified 15 key culture drivers we've organized in four themes or "imperatives:"

Imperative

1

Align

Confidence in where your company is going and how it will get there.

- The organization fosters a sense of strong, shared **Values**.
- Employees are clear about the future **Direction** of the organization.
- **Meetings** are efficient and help get the work done.
- There is strong **Interdepartmental Cooperation**.

Imperative

2

Connect

Throughout the company, there is a sense of "we're in this together."

- **Clued-in Leaders** know what is really happening in the organization.
- Employees feel recognized and **Appreciated**.
- Employees find **Meaningfulness** in their work and believe it contributes to a greater cause.
- **Clued-in Employees** feel well-informed about important decisions.

Imperative

3

Coach

Employee skills and interests are aligned with your company goals.

- Managers care about team member **Concerns**.
- Managers support career growth and individual **Development**.
- Managers are **Helpful** in supporting the work of team members.
- Managers do whatever they can to help direct reports achieve their full **Potential**.

Imperative

4

Perform

How efficiently your company gets stuff done and an openness to new ideas.

- The company is **Open-minded** to different points of view.
- New ideas are encouraged to support **Innovation**.
- The company **Executes** things efficiently and well.

Employee retention starts with a healthy culture

Employees rarely leave because of money. Rather, they leave because they're looking for a better opportunity or a better working environment.

The best way to know what drives your culture is to first assess its health. (And yes, you can measure culture.) Start with an [employee engagement survey](#) that will do three things:

1. Identify what matters most to your employees. Pay attention to their feedback and show them that you listened.
2. Uncover what's really happening in your organization – and pinpoint where there are opportunities for improvement.
3. Gauge where your culture stands relative to best-in-class organizations. Choose benchmarks for your industry, size band, or local competitors.

When you understand where your culture stands, you can close the gap between your current culture and the one you're striving to build.

Improving your culture won't happen overnight. It's a journey that takes time and effort. But making it a priority and making changes in small, yet intentional ways will add up. You'll see the results in more committed employees, lower turnover, and better referrals.

From insights to impact

Energage Survey delivers an internal "x-ray" of your organization's existing workplace culture and employee engagement levels. Why is this important? Because these things aren't visible through direct observation, no matter how hard you look.

Experience the employee feedback tool that's trusted by more than 7,500 organizations. Schedule a free demonstration today.

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