

War, Dominos & Juggling

By Patrick Maloney.

The last 12 months has made business tough. Tough for you, tough for your employees.

Adapting to working from home has been seamless for some and a massive struggle for others. Some have had to juggle the background noise of working from their dining table whilst their kids do Joe Wicks 5 meters away and others have been fretting over being laid off or wondering if the business they work for will survive.

What we are now seeing is these factors have placed a firm and constant pressure upon staff morale and their mental health.

What's made the situation even more challenging for companies is that remote working practices don't always make it easy for you to spot if staff are disengaged, lacking motivation or are struggling to cope. It's unsurprising then that a recent poll by Tiger Recruitment sited that 41% of people were looking to quit their role this year.

We can see it happening now; large numbers of recruiters leaving the industry; likely never to return again. What's even more worrying is that employees are more likely to look for another job if their co-workers are doing so as well. This means you can very quickly end up with a domino effect taking place in your workforce. I don't know about you but the only domino effect I want in my business is the return of Domino's pizza on a Friday lunchtime!

So now employers have a war raging on two fronts. The war for top talent and the war to retain top talent.

More positively on the flip side, GDP is expected to grow by +5% in 2021 with markets in most sectors projected to bounce back in the second half of the year. Given this outlook there is potentially an abundance of passive candidates who are right now looking for their next career move which presents the most agile business leaders with the opportunity to make investment hires to ensure they not only bounce back, but grow quickly.

Whilst talent acquisition is important, retaining top talent is equally as important and there is an opportunity right now to upskill your team ready to take advantage of the new normal and to reinvigorate your people and brand. History has shown us the most successful organisations focus on employee engagement by ensuring all employees have the best training and tools available to perform their jobs to the best of their ability.

Investing in your top people demonstrates your commitment to them – you are setting them up to win in the future - a truly powerful retention strategy.

Call David Davies, our Head of Talent Development today on 07734 389434.