



Hiring Diverse Top Talent in the Midst of the Great Resignation

5 Strategies You Can Implement Now to Attract and Retain Better Employees

The Great Resignation is a paradigm shift that empowered productive workers to mass resign from their jobs. Whether pursuing new opportunities or taking an extended break, it's left employers in a precarious bind.

With fewer good employees to choose from, increased competition to hire them, and a greater demand to meet their employee needs so they can retain top talent, it's harder than ever to onboard quality employees. Here are five strategies you can implement today to find and hire the top talent in your industry.



#1: Reimagine Remote Work

While many employers formerly saw working from home as employees trying to take a day off, the pandemic showed us that some people actually function better outside the physical work place. Offering hybrid or completely remote positions allows you to choose from a much more diverse talent pool from around the world, as well as people with prior time commitments (such as their children) which would prohibit them from being in-person for a full-time position.

Which of your company positions can you designate for hybrid or completely remote work? Setting up a list of parameters that need to be completed, whether in-person or virtually, allows you to evaluate the effectiveness of remote work, so that both the employer and employee have a sense of what needs to be done, and by when.





#2: Focus On Diversity

A diverse team can help your company become more innovative, creative and achieve better results. Leaders who strive to hire a team of people who are just like them often miss out on different perspectives and backgrounds that lead to more diverse ideas which can help solve problems and drive innovation.

Research shows that diverse companies:

- Earn 19% higher revenue, on average
- Are 1.7 x more likely to become innovation leaders
- Attract more applicants, with 67% of job seekers noting interest in diverse workplaces

To get more diverse applicants for your positions, make sure you're using inclusive language, put your job ads out in diverse places where more people can see them, ask your current diverse employees to refer qualified diverse friends, and offer internships with diversity as a qualification.

Creating a company culture that celebrates and encourages diversity is a great strategy to retain your current diverse hires, as well as make a more appealing work environment for new diverse hires.

#3: Foster a Psychologically Healthy Work Culture

People want to feel that their hard work is valued. Taking a moment to celebrate each of your employees wins on a regular basis, no matter how small, is a great way to both retain your current hires and show new candidates that they will be able to make a difference and grow with your company.

A psychologically healthy work culture includes ensuring that:

- **Employees are involved.** Allowing them autonomy and encouraging and including their opinions in how decisions are made makes people feel useful.
- **Healthy work/life balance** is possible. Be flexible in how you support each employee's unique challenges and needs, with mindfulness for their life outside of work.
- **Employee growth & development** is encouraged. Recognizing accomplishments and showing paths for internal career development makes people feel like they're not trapped in their position.
- **Focus on health & safety.** Preventing, assessing and treating health problems shows deep concern about employee welfare. Candidates want to know they are working alongside real people who value their health.

Individual and group incentives and rewards for meeting goals, hitting deadlines, and tackling major milestones is a great way to build teamwork and show people that their hard work matters to the company. It also makes a great talking point for new hire candidates, to show them that they will be valued as well.





#4: Offer a Better Work-Life Balance

Often, the best employees you will encounter are hard-working and focused on their jobs not in spite of their families at home, but because of them. While having a spouse, partner, or children can create some timing complications and may at some point need to take priority, people who are earning an income to provide for their family can also be very stable, long-term employees who are looking for a solid career with growth opportunities.

Be as flexible as possible for employees who are qualified, capable, and able to consistently fulfill their job requirements. They may need a slightly different schedule than others to ensure they're able to be present for the people they care about outside of work.

Creating clear expectations of when your employees need to be available for work and when they're off duty is a great way to instill a healthy work/life balance. Letting potential candidates know that they don't need to take emails, calls, or meetings late at night, early morning, on weekends, or when they're not at work is a huge benefit for them. This is especially true since the explosion of remote work culture, where privacy and personal time has become the exception and not the norm.

#5: Create a Seamless Hiring Process

Many companies fall apart in the hiring process itself. From using outdated methods and ignoring technology, to poor follow up, to refusing to work with a qualified staffing agency, to sloppy onboarding that pushes new hires out as soon as possible, it's all too easy to make mistakes once you've found the right person to fill your position.

Make it easy for your employees to fall in love with your company. Start with the little details like paperwork and employee handbooks. Make sure that you follow up with every promising candidate, even if you're not currently hiring them. A company culture that values professionalism carries through to each of the other employees, who will become more receptive to reaching out to new hires and welcoming them.

Your new employees' onboarding is their first experience in working with your company. The more seamless you can make the process, the more they will feel like they made the right choice in choosing to accept your offer and take the job. This leads to better long-term performance and a more positive outlook on their role in your company.





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While the Great Resignation has offered employees more power to decide when and what they choose to commit their work lives to, it's also allowed employers more flexibility in how they're able to fill positions.

If you're ready to add diverse top talent and dynamic technology solutions so you hire better employees, we can help! It's simple to get started.

1. First, we listen. Schedule a no-obligation call so we can learn more about your company's talent and project goals.
2. Next, the focus turns to strategy and execution as we work together to create a custom solution to help you discover and hire the top talent in your industry.
3. All that is left is for you to retain outstanding employees by meeting their needs and allowing them to do the work they want to do.

Hiring diverse top talent doesn't have to be hard, despite the Great Resignation. We specialize in solving hiring issues and getting you the best people who can fill even your most complex roles.

[Schedule a No-Obligation Call](#)

