

# Employee Retention & Engagement Strategies

Evidence-Based Employee Research, Consulting, and Learning & Development

Ask questions. Be engaged. Retain employees.



Work Institute is an independent workforce research and HR consulting firm that specializes in measuring, understanding, and predicting workforce behaviors to identify crucial areas of improvement and offer strategic insights to increase productivity, reduce turnover, and improve the bottom line.

## About Work Institute


Established in 2000, Work Institute is a leader in employee retention programs, employee engagement strategies and workplace solutions. Our employee satisfaction experts help companies attract, retain talent, improve performance, diminish risk and manage human capital cost by improving workplace conditions.

Through commitment to matching research and analysis to the client's needs and to asking the right questions, Work Institute provides employers with employee retention and engagement programs that drastically improve overall employee satisfaction, reduce costs and promote profitable growth.

## Work Institute Approach

Work Institute's surveys and interviews marry sound scientific methodology with meaningful conversations. Asking the right questions makes a huge difference in the quality of data collected and the insights needed to drive higher employee retention and engagement.

## Our Expertise Helps Companies



We will help you understand the right approach based on the organization and the budget to get the best results.

## Problems We Solve

### High Employee Turnover

Reduce unwanted attrition with our retention remediation process with current and former employees by using employee feedback to implement necessary change.

### First Year Turnover

Organizations that invest in creating effective onboarding processes realize decreased first year turnover, as effective onboarding has proven to increase new hire retention.

### Key Talent Turnover

Intentional studies with key talent (critical role) current and former employees need to be conducted to understand risk or turnover or reason for leaving.

### Employee Disengagement

Employers share the responsibility of making sure their employees are engaged. When engagement is shared, engagement increases.

### Leadership and Career Development Concerns

Career Development has been the number one reason for leaving since 2010. Our Leadership Development programs produce positive behavioral changes proven to achieve desired outcomes.

## Companies We Work With



## How We Do It

### Voice of the Employee Approach

Voice of the Employee is the employee opportunity to express concerns around the workplace and offer ideas for improvement.

Our Voice of the Employee surveys and interviews help organizations understand the "why" behind employee perceptions to confidently recommend the best strategy.

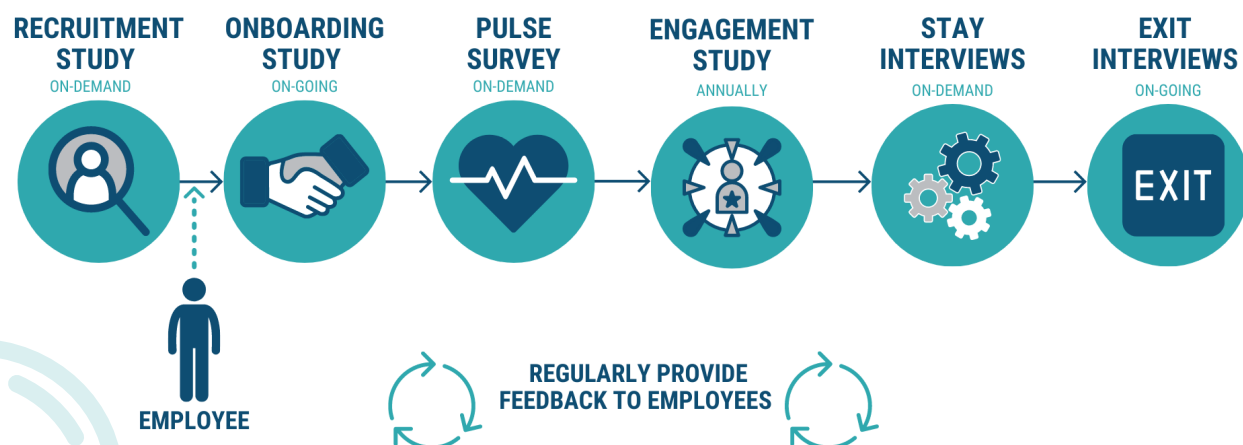
Asking employees for feedback gives employees a voice, however it is critical the organization uses those voices to impact and influence change in the workplace.

Having conducted over 500,000 employee interviews, we understand how to guide employers to choose the best approach to giving employees a voice and to celebrate the strengths while identifying the opportunities to improve the workplace.

### Voice of the Employee Lifecycle

Changes to improve conditions in the workplace and increase engagement and retention starts with capturing the Voice of the Employee from the beginning to the end of the employee lifecycle.

## VOICE OF THE EMPLOYEE LIFECYCLE RESEARCH



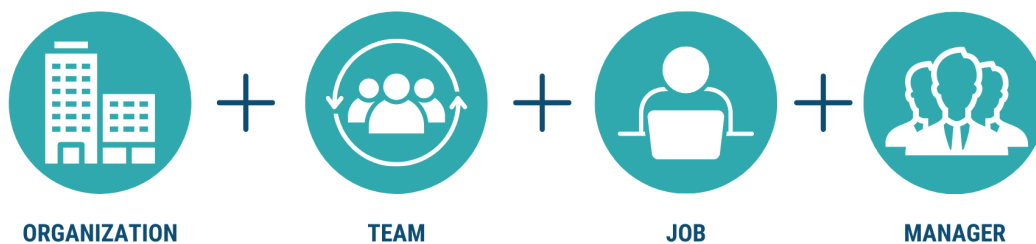
## Voice of the Employee Results Model

Using an evidence-based approach to help understand, plan and implement data-driven workforce intervention and improvements. Questions to employees focus on the four key drivers of engagement and retention:



When employees answer questions on how they would rate their organization, manager, team, and job, why they chose that rating, and how the organization could improve that rating, organizations can then implement the necessary changes to achieve the desired results.

## WORKPLACE DRIVERS



Understand employee perceptions on the four drivers of engagement to make the necessary changes to create a more engaged workforce.

## Exit Interviews

*Get the truth about why they leave and know how to get them to stay*

Our Exit Interviews reveal employee perceptions surrounding workplace conditions and how to improve them to increase retention.

Our Exit Interview services allow interviewees to participate by web or in a live telephonic interview.

**63%**

of reasons for leaving change  
when asked by a third-party, two  
weeks after the employee left

## Stay Interviews

*Understand the employee's intent to stay or leave the organization, and why*

Our Stay Interviews reveal employee perceptions surrounding workplace conditions that encourage retention or drive turnover.

Stay Interviews are used as part of a strategic Voice of the Employee research plan. They provide insight into the intents of employees to stay or leave with details to help inform targeted interventions to decrease turnover and increase retention.

**Why?**

asking "why?" increases the  
power to predict intent-to-  
stay by 20%



Increase  
retention



Shorten time to  
full productivity



Increase likelihood  
of engagement



Ability to predict  
intent to stay



## Employer Engagement Studies

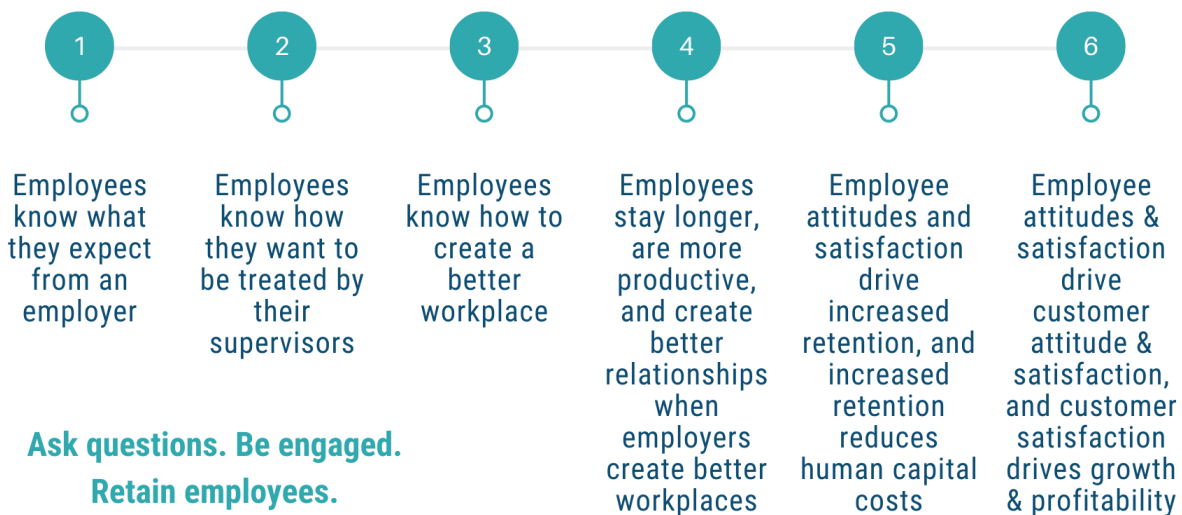
*Get the truth about what is driving engagement and what is preventing it*

Our Employer Engagement studies reveal perceptions of workplace conditions most critical to engagement and how to improve them to increase retention.

Creating an engaged workforce derives from understanding and improving workplace conditions that make it more likely for employees to contribute.

Brand a shared employer-employee relationship that is unique to the organization and workers that is required for the organization to profit and succeed.

## SIX EMPLOYEE ENGAGEMENT TRUTHS




## Pulse Studies

*Get the immediate, just-in-time truth with an employee Pulse Study*

Pulse Studies are most effective when used to supplement the annual study and other elements of the Voice of the Employee strategy.

The design of the Pulse Study makes them efficient and effective to conduct frequently to gauge just-in-time employee perceptions, attitudes, and behaviors.

Pulse Studies lead to improved employee outcomes when results are used to inform continuous improvements. Pulse Studies are frequently used to evaluate perceptions after changes are made.



**Effective action taken from Pulse Surveys leads to improved engagement, increased retention, and lower turnover**

## Onboarding Studies

*Get the truth about why new hires are successful and what gets in the way*

Our Onboarding Studies reveal newly hired employee perceptions surrounding the onboarding experience, so organizations can make the right changes and how to improve them to increase retention.

Onboarding sets the stage for a new hire's employment experience and is directly linked to increased retention. It is a critical step to help new hires adjust to social and performance aspects of their jobs.

**40%**

of all turnover comes  
from employees within  
their first year of  
employment

### Effective Onboarding:

- Increases retention
- Shortens time to full productivity
- Increases the likelihood of new hire engagement
- Increases the ability to predict a new hire's intent to stay

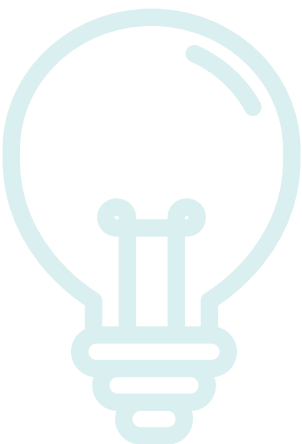
## Recruitment Studies

*Get the truth on why you're not attracting & hiring the employees you need*

Employers must ensure their recruiting practices are effective at securing the employees they need.

Our Recruiting Studies reveal candidate perceptions of the recruiting experience and how to improve it to hire the workers the organization needs.

Improving the recruiting experience  
increased offer acceptance by **21%**





## Leadership and Development Solutions

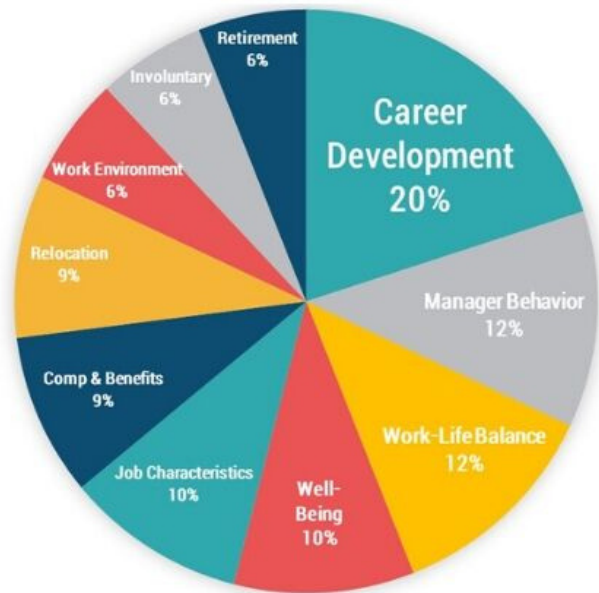
*Develop high potential employees through education that creates positive behavior change.*

Leadership development is at the root of many issues that drive disengagement and turnover in organizations, and can be the common solution. Educating leaders to be better in their role, in their career, and in their home life can generate an astounding positive return on investment.

2019 REASONS FOR LEAVING

**1/5 EMPLOYEES  
QUIT DUE TO  
CAREER  
DEVELOPMENT  
CONCERNS**

\*2020 Retention Report: Insights on Turnover  
Trends, Reasons, Costs & Recommendations



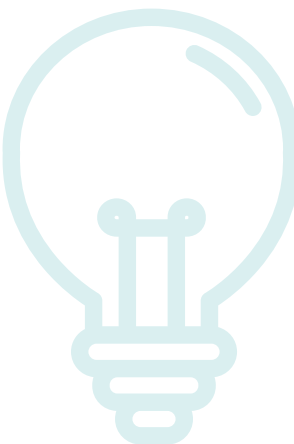
In-person and virtual develop programs are led by our world-class faculty. On-line programs and offered through a partnership with Harvard Business Publishing and SkillSoft.

### In Person / Virtual Course examples:

- Communication Skills
- Professionalism for Managers
- Conflict Management
- Leadership & Management Coaching
- Behaviors of a Cohesive Team
- Managing the Generations
- Negotiation Techniques
- Team Building

### Online Learning examples:

- Accountability
- Decision Making Skills
- Situational Leadership
- Giving and Receiving Feedback
- Trust Building
- Delegation Skills
- Process Improvement
- Stress Management
- Situational Leadership





Work Institute is the leading authority in workforce intelligence and retention. Utilizing evidence-based research methods that capture "the why" behind employee thoughts, feelings, and behaviors, Work Institute helps organizations improve employee engagement, performance, and retention.

Work Institute provides employee research, consulting, action planning, development courses, and evaluations of organizations of all sizes including many Fortune 500 clients across multiple industries and geographies.

## RESEARCH AND CONSULTING SERVICES

**Recruitment Studies**  
**Onboarding Studies**  
**Engagement Studies**  
**Stay Interview Studies**  
**Exit Interview Studies**

**Pulse Interview Studies**  
**Vulnerability Studies**  
**Custom Research**  
**Data Analytics**  
**Predictive Analytics**

Work Institute provides consulting services aligned with organizational requirements and supporting cost-benefit.

## DEVELOPMENT SERVICES

**Leadership Training & Development**  
**Pre-Hire Assessments**  
**Development Assessments**  
**Developmental Coaching**  
**Remedial Coaching**  
**Technology Knowledge & Skill Assessment**

**Focus Groups**  
**Communication Services**  
**Online Training Modules**  
**Group Facilitation**  
**Action Planning Workshops**  
**Action Research Workshops**



**THOMAS MAHAN**  
**DANNY NELMS**

FOREWORD BY MARSHALL GOLDSMITH

Dr. Thomas F. Mahan, Chairman and Founder and Danny Nelms, President have a new book (2020). *EmployeeR Engagement: The Fresh and Dissenting Voice on the Employment Relationship* available now thru Amazon. This instructional book provides additional detail on Retention and Engagement Management.