



HEALTH  
WELLBEING  
HAPPINESS

# Your Guide to Attracting and Retaining Employees in 2023



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# Contents

- 3 Attraction and Retention: The Stats Speak for Themselves
- 4 The Importance of Attracting New Employees
- 5 The Importance of Retaining the Right Employees
- 6 Implement a Strong Onboarding Process
- 7 Create a Positive Workplace Culture
- 8 Show Appreciation to Your People
- 9 Provide Competitive Benefits
- 10 Encourage Open Communication



# Attraction and Retention: The Stats Speak for Themselves

Attracting and retaining the best talent for your business isn't easy. From the high cost of sickness absence and recruitment, to managing staff mental health it's clear that employers are facing several challenges when it comes to a successful strategy

## Did you know?



**96%** of workers are set to look for a new job during 2023<sup>1</sup>



It costs an average of **£12,000** to replace an employee<sup>2</sup>



Organisations with 100 employees spend **£90,000** annually on sickness absence<sup>3</sup>



**75%** of people say their employee benefits keep them on board<sup>4</sup>

# The Importance of Attracting Employees

Attracting and retaining employees pays. That's why it's vital to ensure your business stands out and encourages the right people during recruitment. Then once onboard, ensuring your people want to stay, because happy employees mean more productivity, better engagement, and positive business growth

## A strong recruitment strategy:

- ✓ Attracts the right people
- ✓ Builds an inspiring brand reputation
- ✓ Helps you find the right people faster
- ✓ Gains a competitive advantage

## Retaining top talent can help your organisation to:

- ✓ Create a connected and engaged workforce, even when operating remotely
- ✓ Reduce employee turnover and the associated costs
- ✓ Increase staff morale & productivity
- ✓ Attract new talent
- ✓ Enhance employee and client relationships

**75%**

of people said they would not take a job with a company that had a bad reputation – even if they were unemployed!<sup>5</sup>

# Implement a Strong Onboarding Process

A solid onboarding strategy is key to ensuring your people feel confident in their roles, aware of how to progress, and familiar with your company culture. It is your first opportunity to engage your workers and, ultimately, keep them on board

**Here at Vivup, our People and Culture team have worked hard to develop an all-encompassing induction programme to ensure every employee understands the brand, their role, the departments and our culture:**

- ✓ We start with an informal meet and greet with our People and Culture team, followed by various training modules that will help new starters to understand the organisation and our processes
- ✓ Towards the end of our induction programme, we provide an opportunity for new starters to consolidate their learnings so that we can be sure they have fully absorbed our training modules, mission, purpose, and values
- ✓ Adding our own little touch like a welcome gift and working from home adjustments also contribute to employee happiness – right from the start
- ✓ Every employee gets the opportunity to meet head of departments and CEO, this way they get to fully explore the business and the people behind it



# Create a Positive Workplace Culture

Establishing a positive workplace culture is a great way to encourage teamwork, raise morale and increase employee retention

## Here's a few ideas to help you get started:

- ✓ Determine a set of core business values and incorporate these into all areas of your operations
- ✓ Create an inclusive environment where all employees feel valued and nurtured
- ✓ Encourage regular teambuilding activities and create opportunities for remote workers to socialise in person
- ✓ Ensure your people stay engaged with clear goals and rewards for hitting those goals
- ✓ Give your people the resources to succeed and provide ongoing opportunities for personal and professional growth



# Show Appreciation to Your People

Employee recognition from managers and peers is proven to increase levels of employee engagement, productivity, and retention

A great way to do this is with Vivup highfive – our recognition and rewards app. We make easy work of delivering peer-to-peer acknowledgements based on your organisation's core values

**Vivup highfive can help you strengthen and streamline workplace recognition by:**

- ✓ Ensuring your people feel valued
- ✓ Creating a culture of appreciating one another
- ✓ Boosting motivation
- ✓ Connecting remote workforces
- ✓ Rewarding staff for hard work

Increase profitability  
by a staggering  
**21%**



<sup>6</sup> Gallup

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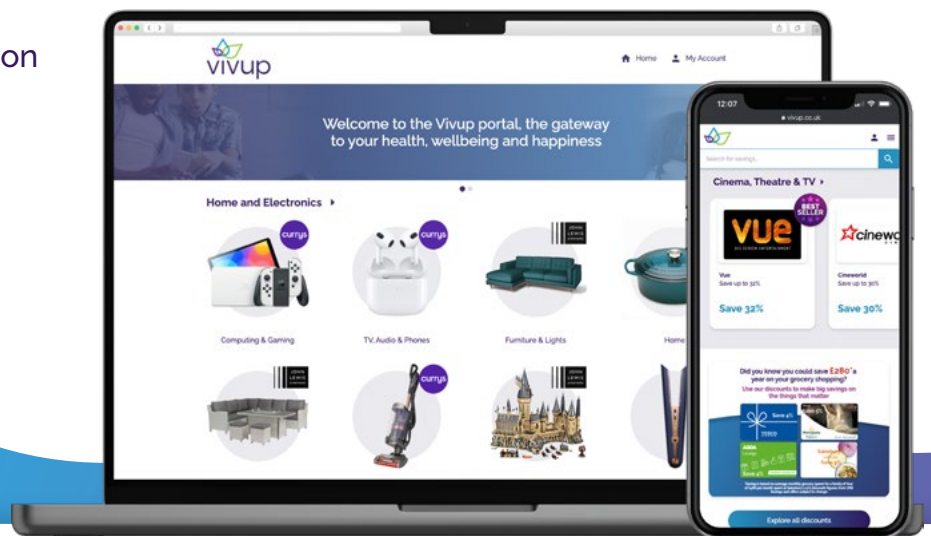


# Provide Competitive Benefits

By providing a desirable range of employee benefits you can set yourself aside as an employer of choice while keeping your teams engaged and happy once they're on board

**With our all-encompassing employee benefits platform, you can:**

- ✓ Offer a variety of benefits to suit everyone
- ✓ Tailor a benefits package that drives engagement
- ✓ Stand out as a leading employer
- ✓ Better motivate staff
- ✓ Support with the cost of living
- ✓ Connect and engage remote workforces
- ✓ Increase organisation savings
- ✓ Improve employee retention



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# Encourage Open Communication

With regular 1-2-1s, performance reviews, and a clear progression path in place, you can help your people understand their value

By enabling your workforce to express their thoughts and feelings, they are more likely to recognise their importance and return the sentiment with loyalty and greater productivity

**Here's a few ways you can foster a culture of open communication in your organisation:**

1. Ensure your employees know that their feedback or ideas are always welcome
2. Invest in communication training to help managers lead others in free expression
3. Enable your people to share their thoughts on internal matters more freely by circulating regular anonymous surveys
4. Create a space for employees to come together and share ideas with one another. This could be via a digital platform, or an in-person talk-based session held in a dedicated place



To find how Vivup can help you to attract and retain your employees contact the team today!

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