

Want to improve employee retention?

Start with improving employee engagement.

What is employee engagement?

A huge part of company cohesion relies on all members living shared values and being engaged.

Employee engagement means tighter teams and a better bottom line.

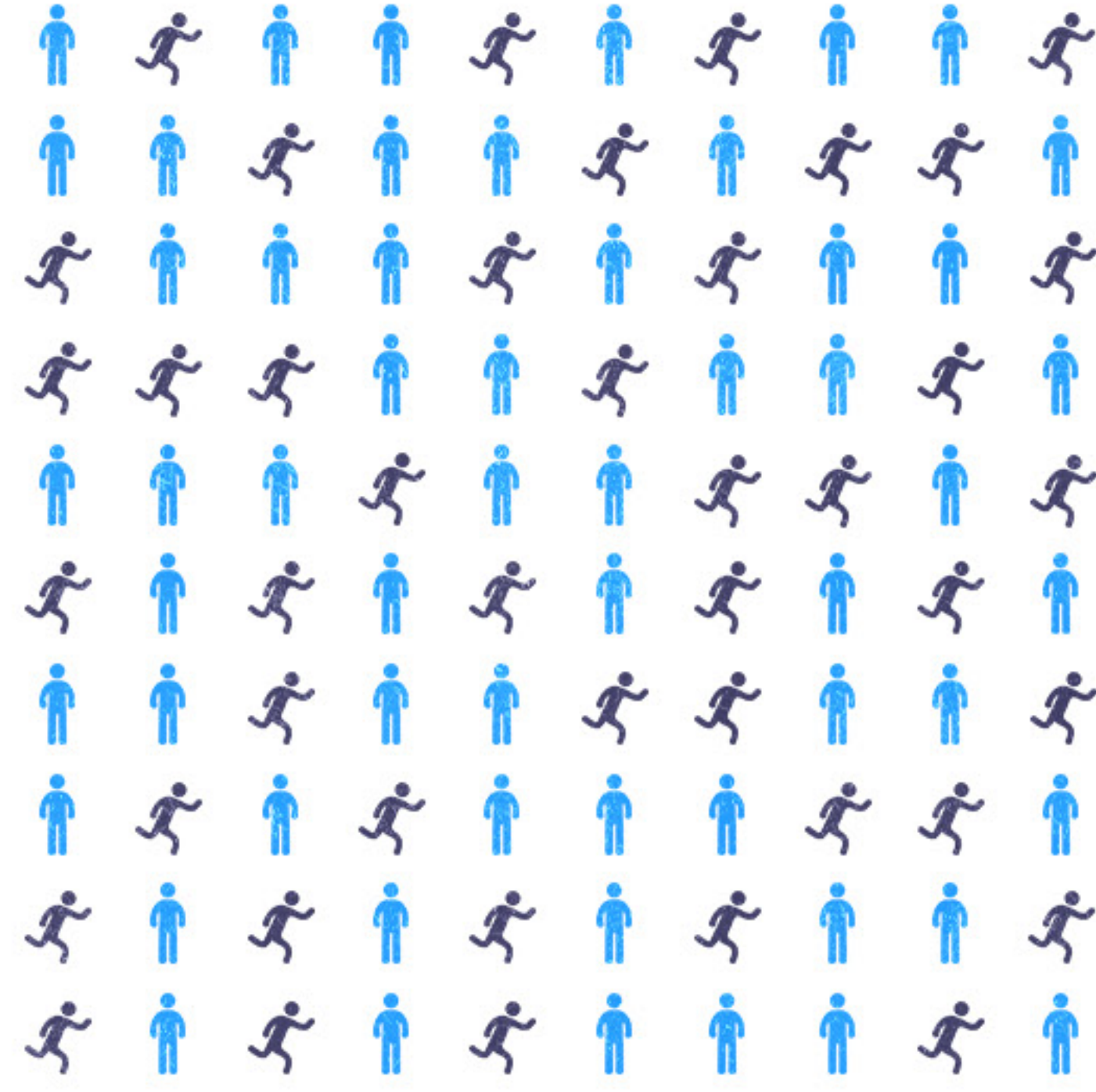
One of the hidden costs of employee retention is disengagement. Disengaged employees lead to higher turnover—and employers end up paying more over time. Therefore, engagement is crucial to improving retention rates.



Employee retention trends

43%

of millennial workers plan to leave their jobs within two years for the gig economy.



The top reasons employees “go gig”

49%

Be their own boss

62%

Greater flexibility

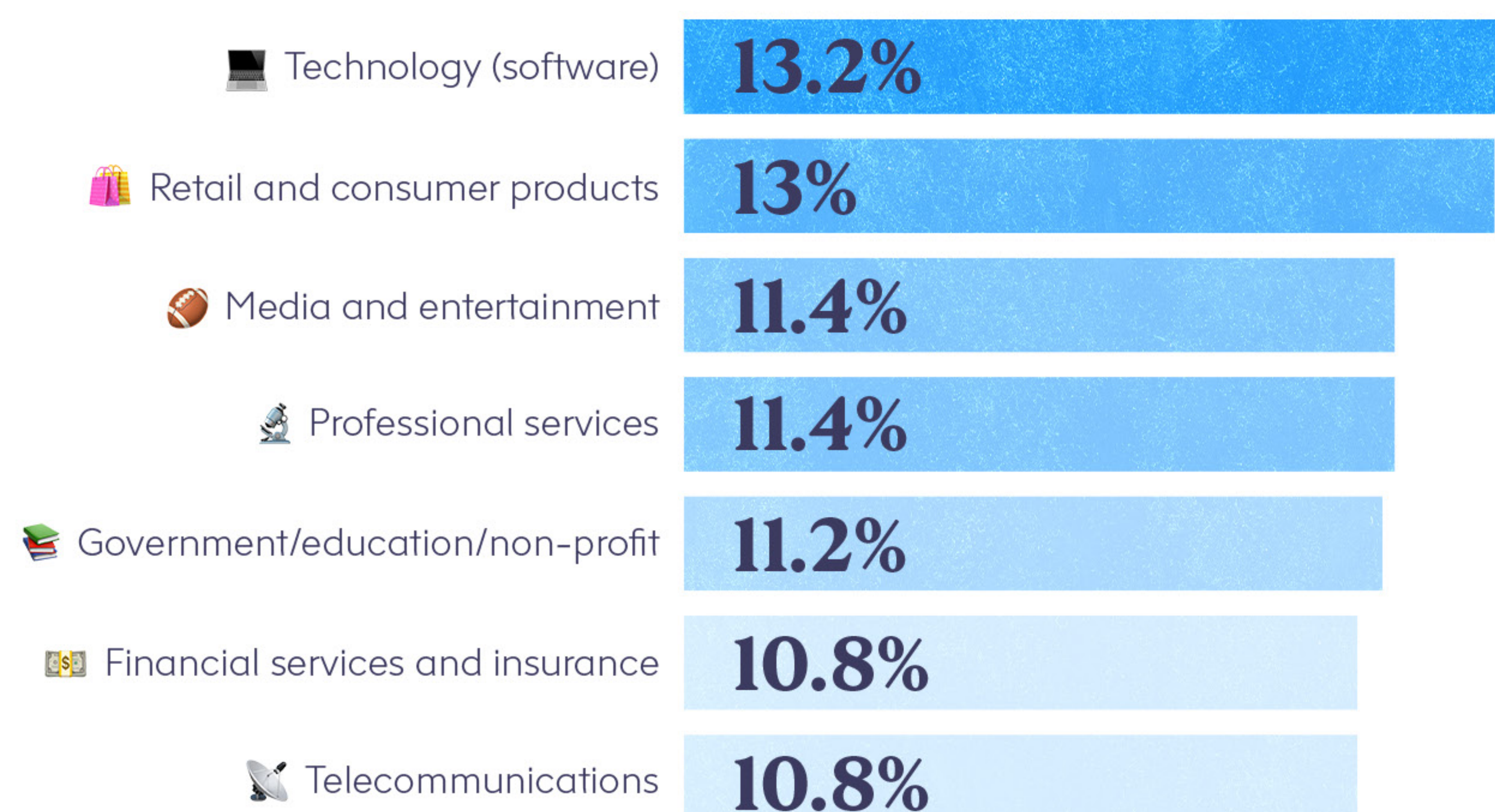
46%

Choose their own projects

Source: [Fortunly](#)

Some sectors are hit harder than others.

Highest turnover rate by industry



Source: [LinkedIn](#)

Why employees disengage

1. They feel a lack of purpose

- Employers haven't thoroughly explained the company's story and purpose
- Employees don't feel their employer recognizes their efforts
- Employers don't live or reinforce the values they created for the company



2. They feel misaligned with the company

- Employees aren't given enough continued education opportunities, lowering motivation
- Employees' passion wanes, or projects shift away from things they enjoy
- Employees experience life changes that require more flexibility—that isn't granted

Across all sectors, employee engagement is tiered



34%

of employees report being engaged



53%

of employees are “not engaged”



16.5%

are actively disengaged and **need employer support the most.**

That's where we come in. 😊

By focusing on increasing engagement, you can avoid spending:

An average of \$4,000 and 52 days per new hire

The equivalent of 6–9 months of an employee's salary to hire & train their replacement

About 400X more to replace an employee than it costs to retain them

How to improve employee engagement

- ✓ **Stay flexible.** Offer flexible hours, work from home, and remote work options.
- ✓ **Listen to employees—even if it's hard to hear.** The smartest employers make sure their employees feel heard and apply their feedback where applicable.
- ✓ **Give employees what they need:** Are you offering the right kinds of help to employees when they need it? What kinds of learning opportunities are you giving them? Tune in.
- ✓ **Lead by example:** If employers are invested in seeing their company's values lived out daily, they must set expectations by doing the same.
- ✓ **Call out awesomeness:** Let employees know when they're crushing it—and give others the chance to the same through peer recognition programs.

