

7 Ways To Secure And Retain Talent



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It can be difficult these days to find and keep talented employees, either because of a lack of training or because some people are always looking for the next best thing rather than focusing on bettering their current job skills. For employers, finding the right person for the job and training them from the start to be successful in a management position is hugely beneficial, as it reduces turnover rates and allows you to focus on growing your business rather than using up valuable resources for re-training.

Fortunately, there are several ways you can achieve this. Taking a hands-on approach to finding a good fit for the positions available and training them means you'll be able to rest easy when it comes time to give them more responsibility, and that will flow right into raising your profits.

Here are ten of the best ways to go about getting started.

1. Be prepared

In order to have the right people applying for positions with your business, it's important to write up a well-worded and attractive job description in order to bring in people who are really interested in the work and who have the right experience. Don't just think about what you need in an employee; think about what *you* can do for *them*. Look at some of the ways other

businesses manage their hiring practices, and check out tips from sites like [Forbes](#) on how to find the right employees for the job. When you find candidates that hit the mark, you'll want to cover all your bases with background checks. Depending on the size of your business, it might feel like overkill, but you'll have better peace of mind.

2. Make them feel wanted

It's important to create a work environment that makes your employees [feel valued](#). Think outside of the role of employer and work on becoming a mentor, instead. Training someone for a complicated job can be tedious for both parties, but if you approach it more like a learning experience that rewards hard work, your employees will genuinely enjoy their job.

3. Create room to grow

When you find talented employees, you'll want to keep them around for a long time. The best way to do that is to create [room for them to grow](#) within your company. Even if you own a small business, there are ways to allow your employees to advance and take on more responsibilities. Giving them a sense of partnership will help them take pride in their work and feel like they belong there.

4. Keep communication open

No matter what size your company is, it's absolutely critical to keep lines of [communication open](#) at all times, to everyone involved. If there are changes that need to be made, make it clear to each employee and offer ideas on ways they can approach the problem. You may see much more than they do as the employer, as they might be focused on the everyday aspect of running the business rather than the big picture. Don't expect everyone to be on the same page you are at all times unless you're actively communicating.

5. Give recognition

One of the best ways to keep good talent is to recognize all their hard work and effort and reward it in some way. If you're still growing your business and don't have much in the budget for a raise just yet, [find other ways](#) to treat your employees. Give incentives for meeting goals, when possible, and use this to suss out the people who will be best in a leadership role.

6. Encourage creativity

Many of the startups in Silicon Valley are encouraging their employees to [use their creativity](#) on the job, which allows them to come up with innovative solutions to problems and figure out the best ways to handle competitors. Allowing the people who work for you to work in a stimulating environment will show them that you care about their well-being and not just their ability to work hard.

7. Treat everyone fairly

[Treating everyone fairly](#) within your business is imperative if you want to be a respected authority figure and leader. Go over the best practices for fairness at least once a year and make sure your employees know how important it is to treat each other with respect.

Part of being a good manager is simply listening, so take the time to ensure that your employees are feeling good about their place in your company. Making sure that no one feels ignored or undervalued means you can save time and money with the training process.