4 KEYS TO ENGAGING TODAY'S
EVOLVING WORKFORCE

What Does Today's Workforce Look Like?

Today's workforce looks drastically different than it did in generations past thanks to new technologies, increasingly diverse demographics, and evolving employee preferences. A younger, bright-eyed wave of talent is on the rise—in fact, Millennials now make up the largest segment of the labor force.[1] Employers must adapt their offerings and management style to meet their more progressive demands, or risk missing the mark when it comes to attracting and retaining top talent.

So, what are their differing needs? Modern employees heavily consider opportunities to work remotely, a solid work/life balance, clear career advancement planning, and strong company culture when deciding to take a new position or stay at their current job. It's vital to deliver in these areas if you're looking to form a satisfied, highly productive workforce that's ready to reach your overall business goals.

The following four steps will set you up for success to effectively engage this evolving modern workforce and shift your culture to match. Let's get started.

[1]pewrsr.ch/2qn2Pz0

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Revamp Your
Hiring Process

> **Highly engaged business units see a 41% reduction in absenteeism, 17% increase in productivity, 10% increase in customer ratings, and 20% increase in sales.**

Engaging your workforce and transforming your culture doesn't happen all at once. Each new hire you make affects this process over time and making a bad hire, or putting the right candidate in the wrong position, can have a ripple effect on your entire organization. An unhappy employee who isn't the right fit for your business won't be highly productive and may negatively influence the way other employees perceive your culture. Increased turnover costs and wasted time are another side effect of a poor hire, as you'll be left having to start the interviewing, onboarding, and training process all over again for their replacement.

Making any new hire is a big deal for your business, no matter its size, and you may feel pressure to get it just right. But don't feel overwhelmed or discouraged—you aren't expected to have all the answers yourself. By leveraging tools and science, such as cognitive and behavioral analysis, you're empowered to hire smarter the first time around. The results from these kinds of assessments can uncover a candidate's natural job behaviors, motivators, and workplace aptitudes before you invest valuable time on further interviews and resources on training and onboarding.

With the help of data from cognitive and behavioral assessments, you can be confident that you're identifying and properly placing the candidates aligned with your company's long-term business and culture goals. Additionally, you'll have a deeper understanding of how you can best motivate, coach, and engage them long-term once they're actually a part of your organization. Just how important is this part of the equation? Highly engaged business units see a 41% reduction in absenteeism, 17% increase in productivity, 10% increase in customer ratings, and 20% increase in sales.[2] This goes to show that when a new hire is the best possible fit for both the job position and team dynamic, you'll see measurable results in satisfaction, productivity, and revenue.

Continuously
Coach to Inspire

Making the right hire and filling an open position is only one step towards workforce engagement. In order to see long-term success, you need an ongoing focus on the growth and development of your employees, both personally and professionally. This will result in higher productivity, positively impact company culture, and keep your reliable top talent happy and therefore loyal to your business longer. So how can you put an emphasis on development at each stage of the employee lifecycle, not just the beginning? The key here is strategic coaching that inspires employees to keep moving forward.

> **"** 75% of people voluntarily leaving jobs don't actually quit the job, but rather "quit" their boss.**"**

Did you know that 75% of people voluntarily leaving jobs don't actually quit their jobs, but rather "quit" their bosses?[3] When employees are left to deal with an ineffective manager, they can get frustrated and discouraged, which lowers productivity and satisfaction—ultimately leading them to look for other jobs (and better managers). However, when managers are aware of the unique preferences, motivators, and needs of each team member, and have an understanding of their own leadership traits, they can adapt their management style to match. The data from those behavioral and cognitive assessments taken by each employee will give you these insights, which should be considered and acted upon far beyond just their first day on the job.

Managers that are equipped with this knowledge can become an advocate for each employee's work, give feedback and recognition in the way that best resonates with them, identify new skills they'd be interested in learning, and guide them through their future career path. Inspired and engaged employees who are constantly coached in a way that inspires them to be better, paired with effective managers that are confident in their ability to perform, is a winning combination for your business. This two-way trust makes entire teams stronger, fosters communication, and results in cohesive and inclusive company culture.

Make Company Culture a Priority

You hear the buzzword "culture" thrown around in the workplace often, but what does it really mean? Culture includes the beliefs and behaviors around leadership, teams, communication, collaboration, professional development, and service and sales style, among others—and your organization's unique attitudes and actions around these elements certainly impacts employee engagement. In fact, employee's overall ratings of their company's qualities like collaboration, work environment, and mission and value alignment are 20% higher at companies with strong cultures.[4]
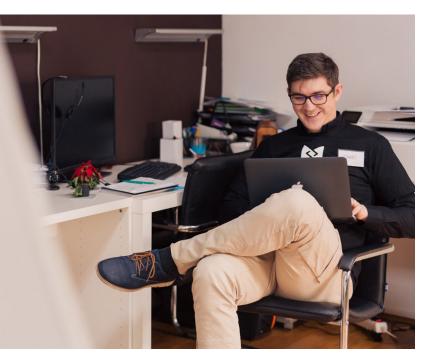
> " Employee's overall ratings of their company's qualities like collaboration, work environment, and mission and value alignment are 20% higher at companies with strong cultures. "

These qualities keep employees aligned and motivated, but it's necessary to get genuine buy-in from everyone on your staff. It can't simply be forced by leadership, but rather must be a constant priority that's worked on over time. You may not realize it, but your culture is infused into every stage of the employee cycle—your reputation either attracts or discourages candidates to apply in the first place, and your day-to-day workplace environment plays a major role in whether top talent stays with you or looks to go elsewhere.

Therefore, you can transform your company culture by hiring candidates that are aligned with your ideal traits, then continuously nurturing their personal and professional development to enhance it even further in the future. You should also be sure to regularly evaluate where your culture stands, and where the members of your organization feel this culture should be heading. This can be done by sending out routine company-wide culture surveys, having a safe place for anonymous feedback, and holding regular employee reviews for one-on-one coaching. When every member of your staff embodies your culture throughout the day-to-day, it naturally shows to potential candidates and positively impacts the experience of everyone working for and with your business.

Be on the Lookout for Your Next Wave of Talent

> **❝** 23% of small business leaders in various industries say hiring the right people is their biggest impediment to achieving growth objectives, and 18% say motivating and retaining staff is their most critical issue.**❞**

The modern workforce is a major driver of business growth—without satisfied, engaged, and productive employees, it would be near impossible to produce the products, deliver the services, and create the projects that provide value to your customers. Therefore, true leaders are always thinking about how they can enhance the future state of their company cultures and bring the next wave of top talent into their business.

It's not always easy to know the next move you should make, especially when it comes to people. As a matter of fact, an average of 23% of small business leaders in a variety of industries say "hiring the right people" is the single biggest impediment to achieving their growth objectives, and 18% say "motivating and retaining staff" is their single most critical issue.[5] Fortunately, with modern technology, it's now simple to create trait profiles for open positions based on the successes and challenges of current top performing employees. This enables you to use data to strategically identify the right new hires and make the best internal promotion decisions that will get you to your future goals.

Remember: tomorrow's leaders are made today, and continuing to hire and develop your future workforce is at the core of your ongoing business evolution. Attracting this next wave of talent and keeping current, reliable, top-performing talent with you and not the competition is key. Your company culture still plays a major role here, as a thriving culture will make your organization more sought after, requiring less rigorous investment in recruiting for the future state of your workforce.

Tying it all Together

By following these four steps, you'll be well on your way to effectively engaging an evolving, modern workforce. The result? A motivated, inspired, and high-performing staff catapulting your business to success. With a winning workforce on your side, you'll be empowered to reach not only your current goals, but future ones as well.

Need additional guidance when it comes to engaging your workforce or implementing data analysis into your staffing processes? At Omnia, we're here to help organizations invest in and develop their most valuable asset: people. We know each company has its own unique culture and business goals, and believe happy, productive talent can make them achievable.

To learn more about how we can be your end-to-end partner in hiring and employee development, **contact us today**.

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