



## A Study on Innovative Employee Retention Strategies

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**Abstract:** This study explores the creating innovation on retention strategies based on the various methods and policies followed by the organizations. The development of creative strategies for retention is primarily driven by the administration's concern over personnel turnover and recurring employee shortages. The current study provides the data to develop retention strategies. According to the strategies, retention efforts must particularly target specific conditions and methods, such as compensation methods, inclusion initiatives, and diversity programs, in order to be effective. The report shows innovative strategies that improve talent management and retention rate of the organization.

**Keywords:** Inclusion, Workation, Sabbatical Programs, Corporate Social Responsibility.

### I. Introduction to the concept of retention:

Employee retention is the willingness of an organization to keep its employees in order to maintain sustainability. A simple statistic can be utilized to demonstrate employee retention during a certain amount of time. Employers try to retain employees by implementing employee retention strategies through different operations.

**According to Michael Armstrong** "Employee retention is the ability of an organization to retain its best employees and hence maintain a lower turnover".

**According to Jack J. Phillips** "Retention is the percentage of employees remaining in the organization".

**According to Das and Baruah** "Retention is a process in which the employees are motivated to continue in a working relationship with the organization for a long period of time".

"Train people well enough so they can leave, treat them well enough so they don't want to".

**-Richard Branson** (Virgin group founder)

Employees do not form a homogeneous group, and businesses have a diverse employee base in terms of demographics, age, socioeconomic status, and other characteristics. Recognizing this will change organizations' perceptions on retention, hiring, and policy. Organizations gain from having a wealth of institutional knowledge and experiences within the business by retaining a talented team rather than dependent upon.

### Steps in retention process :

#### 1. Determine your current amount of retaining staff members:

The result will give you a framework on which you can establish your plan of action. The following equation is applied for determining the retention rate.

Retention rate =

$$\frac{\text{No of individual employees who remained employed for entire measurement period}}{\text{No of employees at start of measurement period}} \times 100$$

#### 2. Evaluate and compare your employee retention data:

You may want to consider collaborating with a human resources specialist in order to contrast similar data with the data provided by comparable businesses in your field of business. Conducting interviews with departing employees for evaluating the efficiency of your existing efforts to retain employees with respect to employee frequency and the reasons they are resigning. This is an essential device for understanding and controlling the retention of employees.

#### 3. Conduct an employee retention survey:

Collaborate with your human resources specialist to construct as well as implement a questionnaire that



includes questions with respect to work involvement, remuneration and organizational standards. Then analyze the questionnaire's outcomes. The responses suggest specific locations for development. Remuneration, diversity and inclusion, and advancement in your profession are the primary subjects that will serve as the foundation of your professional development approach.

#### **4. Evaluate your currently implemented techniques in the appropriate fields:**

Execute comprehensive inspections of the processes you use in the domains on which you want to focus on working. Consultants along with other experienced collaborators may execute comprehensive inspections involving your employee relations mechanisms, compensation strategies, diversification activities, and other areas as well. Utilize the outcomes of your employee assessment to assist you in deciding the audit's concentration areas. An efficient assessment will identify specific shortcomings and gaps that should be resolved once you desire to increase the number of employees retained.

#### **5. Identifying retention of workers goals:**

Establish what you want to achieve for retaining employees and develop the strategy for accomplishing these targets in considering the facts acquired during leaving conversations, survey responses from employees, and the results of the audit. Think about decreasing the amount of time you retain over time and setting up multiple deadlines for assessment of achievement. Developing ideas for advancement will serve as one component of strategy.

#### **6. Identify strategies for development and allocate responsibilities:**

Describe the methods that you utilized to deal with the challenges that you've observed. Specify the adjustments that need to be established, how the modifications are going to be implemented and performed, who will be in responsibility for specific components of the plan, when they are going to be finished, and any additional relevant details. Make sure that all collaborating participants understand the reasons behind how their participation will help achieve the employee retention strategy's overarching goal.

#### **7. Carefully observe and evaluate changes:**

Keep in connection with your team members on an ongoing schedule as they move along with

improving their objectives. Determine that you already have a strategy setup to evaluate the consequences of each and every improvement as well as the overall retention program. As the components of this strategy come together, keep in mind to give thanks for and appreciate your team's achievements.

### **II. Objectives of study:**

The following objectives are the primary objectives of the present conceptual examination.

1. To understand the fundamental concept of an employee development strategy and to develop innovative and applicable techniques.
2. To examine various factors which influence employee retention rate.
3. To understand the consequences of employee engagement strategies impact recruitment.
4. To investigate how initiatives to promote diversity, balance between work and personal life, compensation techniques, and organizational atmosphere affect retention of employees.

### **III. Methodology of study:**

The specific methodology used to identify, choose, manage, and analyze information associated with a particular topic have been referred to as the methodology of research.

The methodology part of an article of research gives the reader an opportunity for evaluating the general reliability and accuracy of the research being investigated. This study involved an in-depth examination of previous academic publications, research articles, industry reports, and case investigations on the subject matter of creating innovative techniques for retention in various organizational policies, employee retention techniques, and talent management approaches. This will provide a comprehensive understanding of the retention process and to develop innovative employee retention strategies.

#### **Innovative Retention Strategies:**

##### **1. Recruiting for cultural fit:**

Hiring employees who represent your core beliefs will improve worker engagement and dedication. Acquiring knowledge of your organization's cultural values might help newly hired employees integrate into the workforce more quickly. During the course of the interview, brought up an aspect of the fundamental values of your organization. Tell me how your position relates to the beliefs, kindly. Acknowledging what is expected for them will be advantageous for them.



## 2. Competitive compensation and benefits:

A competitive wage is a regular earnings from a job whose salary is equivalent to what other employees make at other comparable businesses from positions of authority with a comparable title. It includes every opportunity, benefits, and incentives that an employee has been entitled to the current Glassdoor investigation of recruiting, human resource management, and recruitment professionals determined that 45% of employees identified disparities in compensation as the primary explanation for leaving their jobs. Greater incentives, opportunities for advancement in your career, and location placed second and third on the list respectively. This indicates how recruiting someone for less than their fair market value may result in greater ongoing expenses for you.

## 3. Develop confidence in the workplace:

It's essential for developing an environment of confidence at the workplace. No employee ought to experience disrespect or lack of importance. This can be accomplished through addressing the employees with consideration and kindness. Additionally, assure them that they understand how highly the organization respects them. If an employee knows they are appreciated, they are much more likely to continue working with the organization and perform better.

## 4. Inclusion:

Potential employees want to understand that the hiring process was an intentional choice as well as that they are important to the achievement of the business. Establishing a supportive environment requires an approach that comes from the top down in every domain, including development for employees, assessment of performance, recruiting, and leadership evaluation. There are also few fast cuts.

## 5. Workation:

This employee-friendly approach makes your organization stand ahead of other businesses especially when it comes to attracting the best employees. It happens when "employment" and "vacation" are together. Workation gives you an advantage over your competitors as well as helping in the development of your culture. If you want to draw in workers, show them that you are worried about their well-being and that you will make their work enjoyable. Creating a distinctive workplace environment may contribute to enhancing your employee retention strategy.

## 6. Building career methods:

Employees understand that they risk falling behind if they don't keep up with changes in the workplace. Nonetheless, many people believe that their present employers don't offer many chances for advancement and development. They search outside the company for their next opportunity as a result. Retention of employees can be strengthened by just reminding your personnel that they have bright futures with the organization if they follow dedicated career routes. Through a collaborative procedure called career choosing, both managers and employees establish targets and construct an education and development strategy for achieving them.

## 7. Stacked work shifts:

These may be beneficial in a field where an increased amount of isolation from society is required. Staff members don't arrive or leave from the workplace at the same time when their shifts are separated by time at a company. Although they were in place prior to the pandemic, staggered shifts for employment developed popularity thereafter. In addition to maintaining distance from society, it can also help you in avoiding heavy traffic and intense workday rush hour conditions.

## 8. Sabbatical programmes:

Retaining outstanding employees on board may be accomplished through sabbatical programmes. It expresses your gratitude for the diligent efforts and dedication of your knowledgeable staff members. A sabbatical might last a maximum of six weeks, depending upon the leave of absence guidelines of the firm. A sabbatical may be extremely helpful for employees. They might concentrate on a particular project while developing innovative skills. Several individuals truly prefer to spend time with their closest circle of relatives and friends.

## 9. Participating in CSR (corporate social responsibility) initiatives:

Employees from the Millennial generation and Generation Z have been inspired by an overwhelming sense of responsibility. Their dedication is to contribute to people around them. People appreciate compassion, particularly during difficult circumstances. Making a positive impact on society and providing aid to people in need are noble pursuits. It promotes employee loyalty and engagement. Employee participation in a CSR project is an effective technique for retaining staff. It will raise staff engagement considerably. When in-person team activities aren't an option, virtual CSR



activities are a far better substitute. You might plan events such as virtual charitable dominos. There are various activities you may do either individually or far away, such as trees being planted, preparing food for a charitable organization, or making contributions to countries that are suffering from a pandemic.

#### 10. Service yearbook to recognize the period of service:

Talent retention is improved by an improved employee experience, which raises engagement among staff members. Customer satisfaction improves as the consequence of enhanced customer experience, thereby providing employees an impression that their efforts and their time are valued and appreciated by the organization they work for. A business yearbook is an excellent chance to thank trustworthy workforce members for what they have accomplished throughout the years.

#### 11. Profit-sharing plan:

Through agreements involving profit-sharing, organizations may distribute to their staff members an amount of the profits they make. Employees are more willing to go beyond what is necessary because they receive an interest in the occurrence.

#### 12. Employee stock ownership schemes:

Employee stock investment schemes, or ESOPs, provide employees with the opportunity of purchasing shares in the company. It encourages employees to keep working toward the development of the company and generates an atmosphere of personal responsibility in themselves.

### IV. Conclusion:

The study concludes by highlighting the substantial effect that innovative approaches and strategies such as inclusion, diversity programs, rewards and recognition, and compensation processes have on successfully retaining employees. The organization's retention rate is demonstrated through the study of retention statistics and the administration of retention questionnaires. through using innovative and imaginative strategies to improve the organization's talent management and retention rate. The study provides a possibility to implement innovative employee retention strategies that include recruiting, recognizing, rewarding, and retaining employees. Organizations are now able to make more informed and fact-based decisions on recruitment and retaining employees through data-driven decision making.

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