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Advice for Surviving in a Challenging Employment Climate

Recruiting talent is becoming a prevalent concern for more employers. How do you compete in an economy where job growth is increasing and employment rates are high? Here are some ideas to help you hire and retain the best employees.

Work Culture

Building a culture that people want to be part of is an integral draw for the best talent. [World Economic Forum](#) explains that means employers should be developing “tribes” within the workplace. These are teams of people who know each other well enough to say “hello” when they pass on the street, and whose leadership is focused on developing the culture as a whole. They look to lift productivity and advance performance of individuals and the team. They aim to hire those with potential and who are of a character and personality to fit within the tribe, then develop skills as needed.

Think Diversity

Today's job market requires successful organizations to be diverse at all levels. Diversity can encompass several characteristics, including gender, ethnicity, nationality, culture, background, and age. A diverse climate encourages better fiscal performance and brings varied mindsets to the table. It also modifies social behavior and encourages broader thinking.

Look Within

[Sweetwater Economic Development](#) cites important benefits in reaching out to your existing staff to either promote from within or find new talent to improve your pool of people. "Good employers use their own employees, customers and vendors as prime sources of new hires. If you post job openings to the whole world before letting your employees, customers and suppliers know about them, you are not only missing out on an awesome source of talent but also insulting your own best recruiting team members. If you don't value your employees enough to make them ambassadors for your brand, then your culture is broken."

Training

Training your existing staff is another investment employees appreciate. [Experts note](#) it sends a clear message that they are valued by the employer. It encourages them to learn new skills and develop and grow in their positions.

Alternative Environment

Thinking outside the box can make or break recruiting efforts these days. Many workers value flexibility and other benefits more than income. Millennials are particularly drawn to opportunities offering a balanced work and home life. To draw these employees, employers should consider offering telecommuting and flex schedules, such as a half-day Fridays or opportunities to work from home.

Employees who work from home also reap tax benefits. Experts at [Redfin](#) note, "If your home office is used 'solely and exclusively for business purposes,' you can even claim a federal tax deduction for business use of your home. The larger your home office space, the greater your deduction will be. This deduction lets you subtract a percentage of your mortgage payment and utility expenses from your taxable income, and it can make a big difference in your bottom line."

Bigger Picture

Millennials also crave positions that allow them to be part of a bigger picture. This means corporate policies which embrace sustainable products and a culture of corporate transparency. They want to serve a purpose which improves the world's well-being, and they look for leadership which isn't corrupt. Another important avenue for retaining and drawing good talent is opportunities for individual development. As explained by [Spark](#), "Understanding the factors

that drive retention, engagement and satisfaction, such as opportunities for growth or competitive benefits packages, in your organization can be among the most effective means of remaining competitive in a tough recruitment market.”

Recruit and Retain

By developing a superior work culture which embraces diversity and encourages existing employees, you can recruit and retain top talent. Consider alternative work schedules and environments, and look to the bigger picture to draw millennials. Embracing these strategies will keep your company viable and competitive in the hiring pool now and into the future..