

Attraction

BENCHMARKING OVERVIEW

2022

In early 2022, employers across the country were surveyed about various employee attraction and retention topics, and more than 150 organizations of various sizes and industries responded. Their responses help provide insight into the many trending strategies used to attract and recruit new employees.

Predictably, **most employers (87%) have found it at least somewhat difficult to attract new talent in today's labor market.** With workers' desires and priorities having shifted during the pandemic, employers may be required to think outside the box and adjust their talent strategies.



Respondents were asked to select what they think are the top 3 answers to the following questions:

What do workers want?



83%
Competitive compensation



58%
Competitive benefits



40%
Flexible schedules



30%
Career development opportunities



24%
Strong company cultures

What do employers want?



61%
Reliability



39%
Experience



39%
Knowledge



37%
Technical skills



30%
Professionalism

What strategies are employers using to improve employee attraction?



45%
Offering an employee referral program



41%
Offering additional compensation



31%
Expanding benefits



30%
Offering bonuses



28%
Offering more upskilling and development opportunities

Recruiting and Hiring for Today's Workplaces

Although today's hot labor market is friendly for workers, employers can still consider new strategies to attract and recruit employees, such as:



Offer an employee referral program.

A referral program can encourage and reward current employees for referring qualified candidates. Using an employee referral program also gives organizations increased access to passive job seekers who are currently employed and might not have otherwise shown interest.



Expand the candidate pool.

Many employers develop relationships with universities and professional associations to connect with qualified candidates. Additionally, some have found success by winning over talent from different industries or recruiting for remote positions in expanded geographical regions.



Offer learning and development opportunities.

To meet workers' demands for improved career opportunities, employers can enhance their staffing levels and close skills gaps by offering employees a chance to enrich their careers via upward mobility.



Strengthen the employer brand.

A strong employer brand helps organizations stand out from the competition. With an authentic brand demonstrating how employees collectively work toward the company's mission, employers can attract candidates who think, feel and strive for the same goals. For example, a company's social media pages can be developed to focus not only on available jobs, but also brand values.

[Download](#) the complete 2022 Attraction & Retention Benchmarking Overview



Retention

BENCHMARKING OVERVIEW 2022

While many economists predicted a “Great Resignation” would stem from many employees simply quitting, workers have instead sought out better jobs. As such, experts have begun referring to the current situation as the “Great Reshuffle.” But regardless of why they may be leaving, retaining top performers remains a struggle for employers.

In early 2022, employers across the country were surveyed about various employee attraction and retention topics, and more than 150 organizations of various sizes and industries responded. Their responses help provide insight into the many trending strategies used to retain employees.



Do employers find it difficult to retain current employees?



12% — Yes

46% — Somewhat

41% — No

1% — Other

What strategies are employers using to retain employees?



49%
Offering additional compensation



38%
Implementing better employee communication strategies



38%
Offering bonuses



38%
Training managers on how to effectively support employees



34%
Offering more upskilling and development opportunities



30%
Expanding benefits

Today's Retention Strategies

Employers are exploring opportunities and fresh ways to approach workplace retention challenges. Consider the following strategies:



Review overall compensation.

Employers report they are pursuing additional compensation and expanded benefits as a measure to better retain employees, which aligns with general market trends and employee desires.



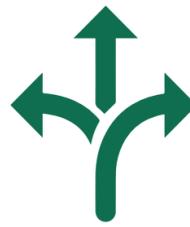
Provide meaningful benefits.

Robust health care offerings can offer a competitive edge, but sometimes voluntary benefits and nontraditional perks—such as pet insurance, identity theft protection and mental health resources—are also craved by workers.



Invest in workers' career growth.

To meet workers' demands for improved career opportunities, employers can enhance their staffing levels and close skills gaps by offering employees a chance to enrich their careers via upward mobility.



Offer flexibility.

A “flexible” workplace could include a variety of arrangements, such as allowing employees to work from home, choose their working hours and take time off unexpectedly.



Train managers to better support employees.

When done correctly, training managers on effectively supporting and communicating with employees can be an effective, low-cost solution. Providing such assistance can also reduce potential burnout.



Encourage open communication.

Effective employee communication shows employees that the company values them. Conversely, a lack of communication can make them feel underappreciated, fostering discontentment and low morale.

Develop a strategy for retention by downloading our [free](#) Retention E-Guide.

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