

# Key to keeping top staff

**A**TTRACTING and retaining the best staff in a time of skills shortages is vital for a company's success.

One of the best tools in winning the talent war is to develop a reputation as a respected employer, strategist, consultant and author Brett Minchington says.

"Employer-of-choice status can result in finding the best person faster — lifting hiring efficiencies and improving overall productivity," he says.

"People are a company's greatest asset. Your firm is only as dynamic as your people."

Recruitment is about attracting the most talented and capable people efficiently so any positive messages — "and demonstrable actions that you can transmit into your local community about your employer brand" — give a company advantages, Minchington says.

"It's an employee's market and job candidates can be very choosy.

"Equally important is engaging and retaining these people beyond the initial induction period.

"It is not just about pay and benefits. Increasingly, employees are looking for employers who match their values, who care about the environment they work in, and about the service they offer to customers."

There must be a close correlation between the external perception and the internal operations of the business, says

## RECRUITING

TANIA BAWDEN

Minchington, who also is managing director of Collective Learning Australia.

"One of the issues to be careful about with employer-of-choice status, or promoting your company as an EOC, is to implement and continually assess," he says. "It must not become a vanilla topic.

"If a candidate is attracted to a company because it declares itself an EOC, only to find after joining that it is nothing like what was promised, the message is soon communicated that the company has not delivered on its brand promises."

Alarm bells should also ring if a company loses up to 20 per cent of its staff each year.

"A company has to develop a balanced scorecard," he says.

"The companies that really live by their employer brand are the companies that consistently deliver through their people, products and processes, a level of service excellence that is consistent 24/7 365 days a year.

"When your employment record matches your delivery record, when your product record matches your service record, you are an employer of choice."

**Brett Minchington is author of Your Employer Brand: attract, engage, retain. Visit [www.collectivelearningaustralia.com](http://www.collectivelearningaustralia.com)**



**It's the brand:** the best employees care not just about pay but also a company's reputation, author Brett Minchington says.

## BRAND BONUS

■ The benefits of maintaining a strong employer brand are:

**INCREASED** productivity and profitability

**IMPROVED** employee retention and employer attractiveness

**BETTER** staff engagement and commitment

**IMPROVED** employee relations

**SHORTER** recruitment time

**LOWER** recruitment costs

**RAISED** staff morale

**MINIMISED** loss of talented staff

**EMPLOYEES** recommending the organisation as a place to work

**EMPLOYEES** committed to organisational goals

**MAINTENANCE** of core competencies

**ENSURING** the organisation's long-term competitiveness