

RETAINING TALENT IN CONSTRUCTION

**EXECUTIVE
NETWORK
GROUP**

WORK ENVIRONMENT PRACTICES

HOW THE CONSTRUCTION SECTOR CAN RETAIN TALENT

ONBOARDING

Successful onboarding strategies are imperative to improve staff retention. Providing new applicants with everything they need to settle into new roles and arming them with the know-how to succeed in the role - greatly increases the chances of talent sticking around for the long run. This links to the "3C's" - Career, Community & Cause being of vital importance to the success of retaining talent.

According to the Brandon Hall Group - implementing a strong onboarding process can improve employee retention in new hires by 82%.

WORK LIFE INTERGRATION

"The Great Resignation" has brought work-life balances more to the forefront of employees desires since the outbreak of the COVID19 Pandemic.

A growing amount of people are looking for greater work-life integration than they had before. Providing these flexibilities and autonomous working schedules will go a long way to keeping happy and fulfilled employees.

DEVELOPMENT & PROGRESSION

Ambitious employees are much more likely to look for opportunities elsewhere if they feel they have no possibility to advance their careers. Providing opportunities to progress and fulfil their goals can guarantee a solid level of staff retention.

Developing employees' skills is also highly beneficial to the organisation due to the number of employees building their careers there rather than elsewhere.

EFFECTIVE COMMUNICATION

Constant effective communication from senior leadership positions can make a difference and positively resonate with employees. They want to be heard and feel able to voice both their satisfaction and grievances. Not only in office environments but also on-site.

The ability to freely raise issues is so important to HR and H&S initiatives.

COMPETITIVE COMPENSATION

Financial compensation is vital to employee satisfaction. Retaining talent becomes a near-impossible task when competitors offer more attractive compensation packages for the same role. Making sure staff are financially looked after allows them financial security and thus more likely to remain in their positions.

Offering competitive salary packages makes the company an attractive proposition for old and new hires - Especially entry-level candidates who may want to start a long career within the organisation.

DIVERSITY & INCLUSION

Improving diversity throughout organisations - especially in the construction sector - is an important initiative. Employees will feel more comfortable and represented throughout the organisation's DNA if they see others that share their ethnic, sexual, and religious characteristics.

This is just as important for attracting talent as well as retaining.

EMPLOYEE WELLBEING

Making sure that HR professionals within the construction sector have in depth employee wellbeing programme in place is so important. Safe environments for staff to talk, health schemes like "Sober October" and "Steptember" really can improve the both mental and physical wellbeing of the workforce.

According to IGPP - "26% of construction industry professionals thought about taking their own lives in 2019, 56% of construction professionals work for organisations with no policies on mental health in the workplace, and that 70% of respondents experienced depression and 87% experienced anxiety over the past year".

COMPANY CULTURE

Toxic company culture can be hugely detrimental to the overall running of an organisation. It drives away employees and applicants and can be harmful to the workforce's mental health.

Changing cultures to be more inclusive and diverse is extremely necessary for a company to move forward. Construction has been, in the past, labelled as a male-dominated industry. Changing this culture to one of inclusion and diversity will see an upturn in talent retention.

RECOGNITION

Feeling undervalued won't make employees want to stick with a company for the long haul.

Therefore, making sure that staff receive recognition for outstanding contributions is a great way to keep morale high. End-of-year awards around the Christmas period is a great way to showcase outstanding employees - and give people achievements to thrive towards.

