



# RETAIN YOUR EMPLOYEES

6 Key Stages to Include Training



27%

of employees left their jobs **VOLUNTARILY** in 2018. That's 8.3% higher than the previous year, and 88% higher than 2010.

35%

of all employees are predicted to **VOLUNTARILY** leave their current employer by 2023.

20%

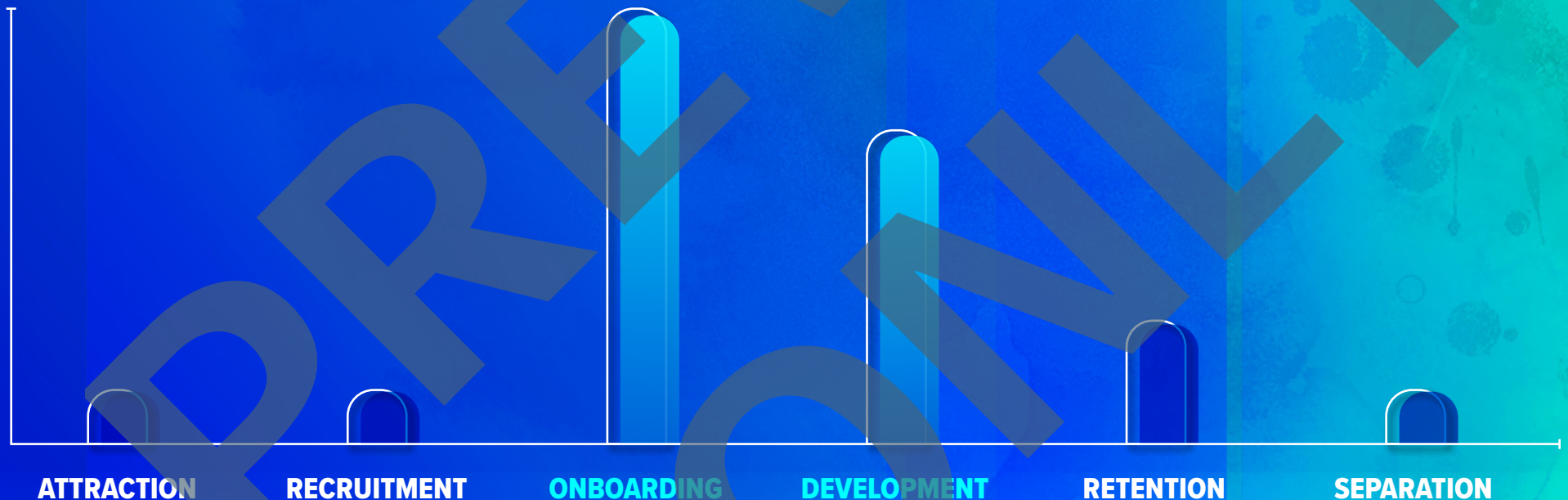
of an employee's annual salary will be spent to find, recruit, and train their replacement.

These stats paint a pretty dim picture about retaining employees, but don't worry—there's still hope!



# WHERE DOES TRAINING FIT?

Unfortunately, most organizations focus their employee training in only a couple stages of the employee life cycle—Onboarding and Development.





# ONBOARDING

## CHALLENGE:

Effective onboarding is critical to a new hire's success. You spent a lot of resources on recruiting them, it would be a shame for them to leave so soon.

All companies do some form of onboarding. But, onboarding shouldn't be just filling out the usual paperwork, maybe a day or two of training, and then it's done.

Onboarding can be a pretty overwhelming experience for a new employee. There is a lot of information they need to understand and retain in order to start joining in the groove. You can't expect rockstar level results without taking the proper time necessary to give them the practice they need.

A good onboarding process expertly blends the employee into the mix. Make the time to help them properly be ready for showtime. Start Day 1 and continue for as long as you feel is necessary. A successful onboarding process generally lasts around 90 days, but may be longer depending on the role.





# DEVELOPMENT

Along with setting goals, adopting an easily repeatable learning model in your organization can aid in skill development. For example, the eLearning Brothers Rockstar Learning Model™ provides a solid framework for getting your employees to perform like legends.

The Rockstar Learning Model has three simple steps:



## LEARN

**Learn new concepts in a brief microlearning course.**



## REHEARSE

**Put learning into action with hands-on practice.**



## PERFORM

**Reflect on what was learned and plan to act.**

As employees learn new concepts, apply what they learn and make plans to continue to act over time, they develop and retain new skills that turn them into superstar performers.



# RETENTION

## DEFINITION:

The Retention stage, which could run concurrent with the development stage, is where the employee stays with an organization because they feel support and appreciation from the employer. They see themselves achieving their goals with the employer's help.

70%

of employees stay because they received the training they wanted.



**ATTRACTION**

**RECRUITMENT**

**ONBOARDING**

**DEVELOPMENT**

**RETENTION**

**SEPARATION**

The prior stages, Onboarding, Development, and Retention, are the employee life cycle stages where most training is currently focused within organizations.

While training plays a large role in the employee experience once they're hired and working with the organization, training can also enhance the other stages of the life cycle to help attract and recruit rockstar performers.

It can also help you prepare departing employees to become a great advocate to recruit new employees in the future.

Let's take a look at how this can be accomplished.



# ATTRACTION

## CHALLENGE:

During the attraction stage, candidates begin investigating your organization and assessing their interest in joining.

At this stage, they aren't too invested. Your job is to show them why they should be. Some details they'll be evaluating include:

- » Job requirements
- » Company culture and brand
- » Benefits included
- » Options for career development
- » Opinions of your organization from outside sources

Training programs can help you set your best foot forward to turn potential applicants into super fans that want to join you on the road.





# RECRUITMENT

## TRAINING TAKEAWAYS

Candidates are looking for something long term, somewhere they can develop new skills and have a path to move up. Demonstrating you provide training and development goes a long way in recruiting top talent.

Training for recruitment should happen in a couple of ways:

- » If you haven't already, train hiring managers to interview and assess prospective hires correctly.
  - How to treat and correspond with candidates
  - What questions to ask and avoid
  - How to pitch the benefits of working for the company correctly
  - How to tell the candidate about the team and team members they will be working with
- » If your hiring managers are trained, next train front desk and other employees how to greet and engage with potential candidates when they come onsite.
- » If your staff and managers are all trained on how to work with prospective hires, consider offering pre-training during the recruitment process to start the candidate along the right path before they even officially join the team.
- » If your staff and managers are all trained up, you can start sharing onboarding and training information with candidates so they know what they can expect in those areas when they join the organization.



# SEPARATION

## DEFINITION:

The Separation stage is when the employee has decided to leave your organization to move on to something different.

70%

of “high-retention-risk” employees want to leave because they see **NO FUTURE ADVANCEMENT** in the current job.



# ROCK ON, EVERYBODY!

Employee training is key to successful rockstar employee retention—no matter what stage they're in.

Hopefully we've illuminated some areas you could improve and given you additional ideas to amp up your efforts. No matter where you are, there's always room to do something even more epic in your training programs.

**Here's a recap of ideas you can implement:**