



# Staff retention

By Andrew Bourne



# Bourne Recruitment

Flour Milling, Animal Feed,  
Vegetable Oil, Grains and other  
food products

# How to retain staff and increase productivity

by Andrew Bourne – Milling recruiter/headhunter



I really need people to quit their job!! I'd be redundant if this wasn't the case



I'm happy to share my thoughts and observations of 20 years recruiting



If you can reverse the process, you will save money, increase retention and increase productivity



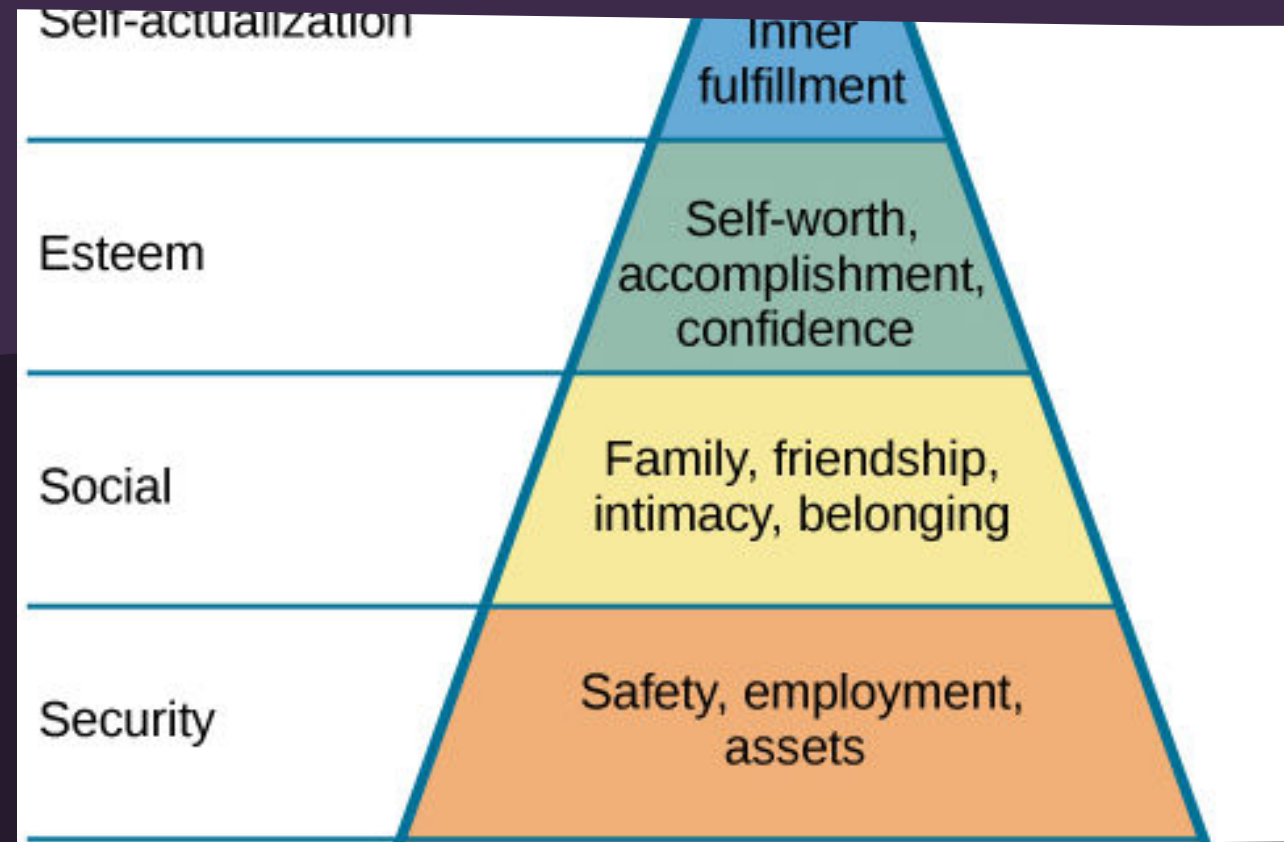
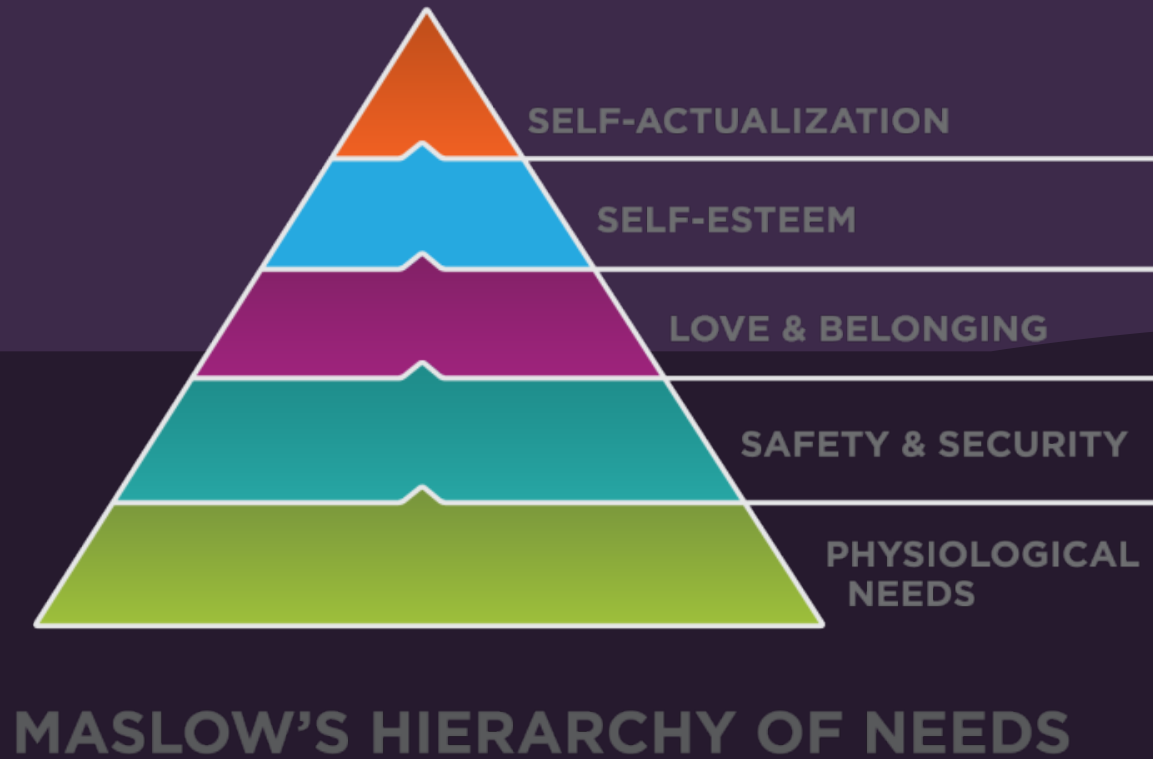
Make it easier to recruit and retain staff

# Why do people quit their job?



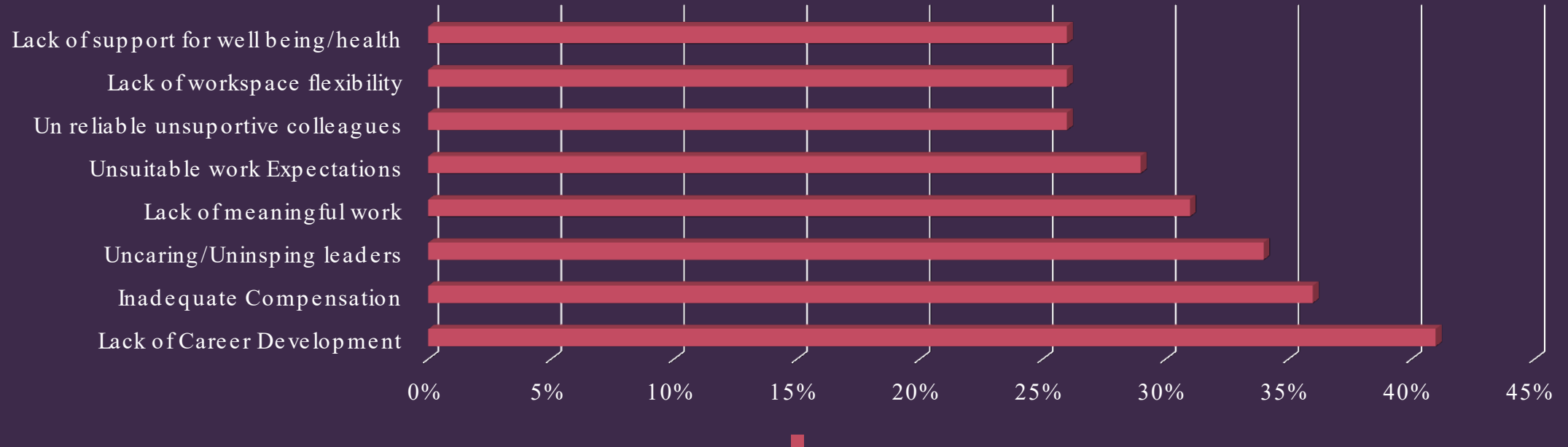
- Why do people leave jobs? It's hardly about money, I rarely ever hear this reason although this can happen for those candidates who are starting or at the beginning of their career. Some of these problems can be fixed with little or no expenditure.
- For most people, the reason they quit their job is a build-up of several factors until it comes to a boiling point. Research shows that many workers feel demoralized by a lack of appreciation and eventually reach a breaking point. Lack of appreciation can take the form of many signs.

# Maslow's law – hierarchy of needs



# Reasons People quit their jobs

Source Mckinzie & Co





# Engagement, feedback and communication.

- They become bored and disengaged. Eventually, they will leave the company in search of someplace else where they could be 'utilized' to the fullest. If you are a manager or a team leader, you'll discover that your high performers particularly crave and value feedback. If you're a leader it's your job to engage with your staff, perhaps not the management but the development of these people that they need and the path to a fulfilled career within your company



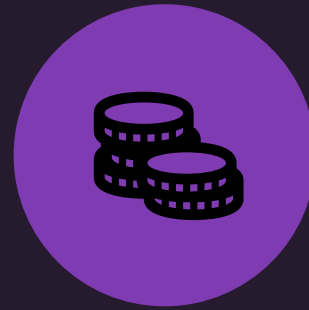
# Appreciation – it's almost free



EMPLOYEES WHO  
ARE APPRECIATED  
– MORE LIKELY TO  
STAY



DISPLAY GRATITUDE,  
MAKE IT A PRIORITY!



GRATITUDE DOESN'T  
COST MONEY.



BONUSES AND  
INCENTIVES WORK  
ONLY WITH TRAINING  
AS A FOLLOW UP

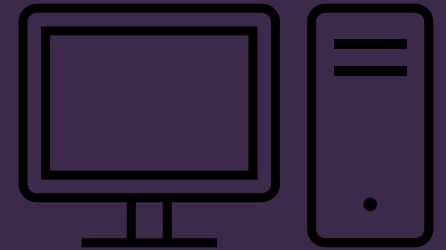
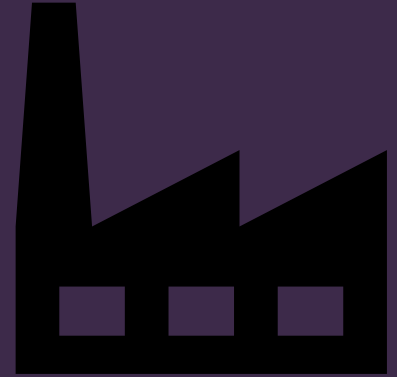


# Job evolution and revolutions

Industrial  
revolution

Information  
revolution

Social/Digital  
revolution



# Employee retention – is the post pandemic challenge



A survey in Canada recently asked what would be your career intentions after the pandemic?



53% people replied they would be willing to change jobs if an employer offered them better work-life balance conditions.



# Why do employees stay?

- Nurture a positive culture
- If they leave, they feel they are leaving something special.
- A healthy company, free from drama
- Part of the team
- Open culture, empowerment



# Hearts & Minds

- Values
- Create a culture
- Steering wheel to promotion



# Create a culture

- Steve Bartlett – a CEO serial Entrepreneur - Why culture is key to thriving teams
- Kindness

# Top talent VS the portfolio employee



Your top talent –don't lose them,  
but.....



Some employees will be thinking  
of leaving after 2.5 years

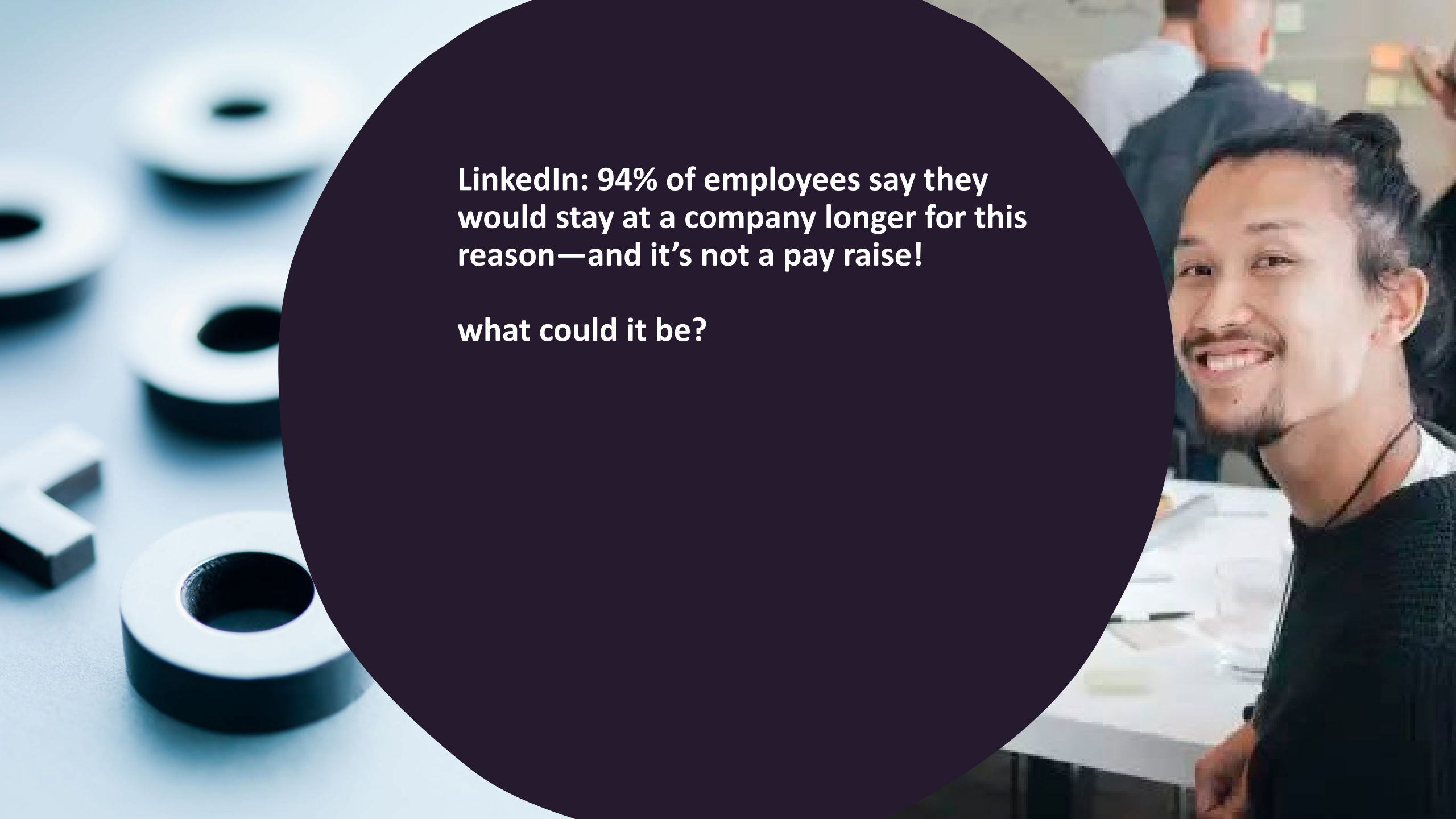


# Welfare

- Mental health
- Staff facilities – restaurant/canteen
- Welfare on site
- Rewards package – vouchers,
- Competitive salary





A smiling man with dark hair and a beard, wearing a dark sweater, is shown in a modern office environment. He is looking towards the camera. In the background, other people are visible, and there are white circular objects on a light blue surface in the foreground. A large, dark purple circle is overlaid on the image, containing white text.

**LinkedIn: 94% of employees say they  
would stay at a company longer for this  
reason—and it's not a pay raise!**

**what could it be?**

# Top four areas of L&D for 2023

- #1 Align learning programs to business goals.
- #2 Upskilling employees
- #3 Create a culture of learning
- #4 Improving employee retention



# Most organizations seek a people centric future

83% of organizations want to  
build a more people-centric  
culture



# Quality not standard of living

- If they are happy, they will stay
- Look after the employees, align things up
- There's no loyalty anymore - more choice/choosy, social revolution
- Motivate the people - little things, bonuses
- Liberty, freedom in the job



# What are the career priorities for newer generations??

- People want to grow into something greater than themselves - when employees feel connected and inspired they will stay and this will amplify throughout the organization.
- Less people now want to be married to the mill, they still want to learn and grow but not at the cost of Work Life Balance
- WFH - greater flexibility
- Milling has recognized that working can consist of 60-70 Hours a week - this leads to employees leaving





Are you ready  
for reconnection  
and kindness?



If all else  
fails.....

The Bourne agency





Thank-you for listening

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