

The Importance of Employee Happiness for Retainment



All employees are aware of the struggle to find quality jobs. However, many employers do not understand how difficult it can be to build a top-notch team. The job market is tight for both parties. If you are leading employees, it is important to keep them happy so they do not move on to another company.

Many leaders do not treat [employee happiness](#) as important as they should. According to an [Aflac Employee Happiness](#) report, 36% of business leaders treat employee happiness as somewhat important and 55% of business leaders treat employee happiness as very important. I bet the 55% of business leaders that prioritize employee happiness have a much higher retention rate! If you want to grow your company, it is important that you make employee happiness a priority.

The methods outlined in this article can help you build a company culture with highly satisfied employees.

Offer Benefits

It's no secret that health insurance is expensive. Nevertheless, accidents happen and we all need coverage. A benefits package, including dental, health, and retirements, is incentive to attract and retain employees. Paying insurance out of pocket can cost hundreds of dollars every month - thousands with a family. By providing benefits you are investing in your employees. They will feel more secure and appreciated.

Benefits can be tax deductible for employers. Speak with an experienced CPA to

write-off as much as possible.

Provide Opportunity for Promotions

Nobody wants to get stagnant in their career. When your employees see no opportunity for advancement, they are more likely to look for a new job. If you do not have a new position open, allow your employees to tackle creative, challenging projects. Their hard work could earn a bonus or promotion when a position opens.

Take an Interest in Your Employees

Most office workers spend 40+ hours together every week. For many of us, we spend more time with our coworkers than anyone else. Get to know your employees.

How is your family? What are you doing for the holidays? Did you catch that sports game?

If you care, your employees will care.

Provide Continued Education

Job industries are always changing. This is often due to technology or regulation changes. It's important to stay informed to be a top performing employee.

[Continued education](#) can help employees stay aware of trends, news, technology, and discoveries that alters their performance. Provide your employees with training. They will be happier when they are doing a good job and not learning an important advancement a year after the change occurred.

Tools for Continued Education

- Webinars
- Conferences
- Online Classes

If you have a low retention rate, it is important to analyze whether you have made

employee happiness a priority. If not, it is time to start. I am a [Specialty Quality and Regulatory Recruiter](#) that can help you build your team. Contact me, Jeff King, at jking@rqfocus.com or (541) 639-3501.