

A CHECKLIST FOR

Retaining Top Talent in 2021

Managing and retaining top talent requires a focus on the employee experience.

Leaders must understand the role organizational culture plays in creating an employee experience that will retain top talent, drive performance and strengthen employment brand. To create an effective employee experience:

1

UNDERSTAND THE CRITICAL MOMENTS THAT SHAPE AN EMPLOYEE'S EXPERIENCE.

Organizations can intervene at many points in the employee life cycle to positively influence the employee experience.

EMPLOYEE LIFE CYCLE



2

ALIGN THESE KEY MOMENTS WITH YOUR ORGANIZATION'S DISTINCTIVE PURPOSE, BRAND AND CULTURE.

Start by considering how you infuse the culture you want to create at every point in the employee life cycle.

3

MEASURE THOSE MOMENTS.

Ensure your organization has ways to measure each moment in the employee life cycle. Establish a benchmark, and identify opportunities for growth.

4

PRIORITIZE MANAGER DEVELOPMENT.

Managers account for 70% of the variance in team engagement. They are the heart of the organization. Developing managers is the key to creating an effective employee experience.

Not sure where to start? Gallup partners with organizations to bring their talent strategies to life.

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