

# ***How to Optimize Training for Employee Recruitment and Retention White Paper***

**Professional Development Training and Employee  
Retention**

\$13,116 ■  
\$16,244 ■  
\$9,558 ■  
\$12,651 ■  
\$11,101 ■  
\$10,119 ■  
\$12,690 ■  
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# **Professional Development Training and *Employee Retention***

*Optimizing your onboarding processes and ongoing employee training is imperative for organizations who want to keep employee recruitment and retention levels high. This white paper explains the cost of employee turnover, the biggest reasons for leaving, and how to optimize your training to avoid it.*

## ***The Importance of Retention***

Employee recruitment and retention is a serious issue within the workforce. This is not just a means to improving [employee satisfaction rates](#), but retaining the most talented of your staff members and making sure the new people you bring on board don't leave you for a competitor.

According to a recent labor turnover [survey](#), one-third of new employees will quit after just six months. This poses a significant and costly problem for all organizations. Every month an average of 3.5 million employees quit and 94% of them said they would remain with their current employer ***if the employer had invested more in learning and training opportunities.***

Statistics indicate that employee recruitment is low and employee retention is even lower. Employers are losing valuable talent and having to invest a great deal of time and money in hiring and training new employees. While turnover is a standard part of any business operation, it is detrimental and costly to an organization. The lower the turnover rate and the higher the retention rate, the more profits a company gets to keep and the better talent they can acquire long-term.

Given this most recent survey, employees really want to feel valued, and they **want their organizations to provide opportunities for growth.**

***In [2021](#), 94% of surveyed employees would remain with their organization longer if the company invested in better training and learning.***

Achieving this goal is done by optimizing training for employee onboarding processes to help facilitate improved recruitment as well as providing mentoring opportunities and advanced education and Training throughout the course of employment.

***In 2021, the [BLS](#) reported that the average national turnover rate was 57.3%.***

When individuals feel underappreciated, or they aren't challenged at work they're much more likely to leave. If your company optimizes training for employee recruitment and retention you can help facilitate a change or promotion in the roles that an individual employee has within your company. You can also provide them with more opportunities to advance their education, to grow professionally, and to learn new skills that can allow them to take on additional duties within the organization or find better fulfillment.



**Your company will see a 16% decrease in retention if employees can't give feedback upward.**

As you continue to optimize your training for employee recruitment and retention, you need to make sure you close off every bit of training with an area for feedback, perhaps a short survey or questionnaire.

Employees should feel comfortable giving feedback upward without fear of punishment. In fact, this should be encouraged. If there is something about your training for employees which could be improved upon to facilitate better retention and recruitment, your company should be happy to find out what that is directly from your employees and capitalize on it.

***When the goal is optimization, no feedback should be overlooked.***

Employees should be able to communicate regularly with management, to give their input on how to better optimize existing training or what types of new training they want the company to provide. Open communication will indicate to employees that their opinions are valued by the executives and management, and as a leader it really facilitates the

ability to recognize when you have to make adjustments to your current training. When the goal is optimization, no feedback should be overlooked.

***Optimized training can lead to 69% of employees staying with your company for at least 3 years.***

A recent [survey](#) found that 9% of employees who left their current employer did so because of poor onboarding training.

Your organization should be able to improve your onboarding experience by optimizing training for employee recruitment and retention in order to rectify this nearly 10% loss of all employees.



Another 37% said their managers were not a part of their onboarding training but having an optimized training program can lead to 69% of employees staying with your company for at least 3 years.

Top 3 [reasons](#) why employees leave:

1. Bad management practices
2. Lack of career development opportunities
3. Bad culture

As such, your organization, knowing these top three reasons why recruitment fails and why retention falls by the wayside, can address all three with optimized training. Optimized training that includes executives from within the company addresses problems relating to managers who are not present. Better opportunities for ongoing training and improved onboarding processes facilitates career development opportunities throughout the course of one's employment. Creating better training and educational opportunities while concurrently improving management practices will naturally adjust the issue of bad culture.

If they aren't addressed, it will cost your company a lot more than you might realize.

## ***The Cost of Employee Retention***

According to the [Bureau of Labor Statistics](#), companies who can retain 90% of their employees or more are considered good companies. The goal for your organization is to keep your turnover at less than 10%. But there are many factors that influence that ability such as:

- A lack of optimized training and development opportunities for recruitment and retention
- Poorly defined job descriptions
- Inadequate staffing levels
- Poor communication between employees and management
- A lack of recognition for achievements such as continued education



## The Value of Employee Recruitment and Retention for Your Company

When a worker leaves your company, it costs an average [33%](#) of their salary to replace them.

Some [reports](#) show that replacing an employee who earned \$50,000 annually will cost the company \$16,500.

### EMPLOYEE RETENTION RATE BY INDUSTRY

There are many industries that are struggling with employee retention and have struggled since 2019, according to the [Bureau of Labor Statistics](#).

#### Top 5 Best Retention Rates in 2019

Industry in 2019	Total separations as a percentage of annual employment
<i>Government sector</i>	18.6%
<i>Finance and insurance</i>	24.6%
<i>Manufacturing</i>	28.6%
<i>Educational serviced</i>	29.8%
<i>Wholesale trade</i>	29.6%

#### Top 5 Worst Retention Rates in 2019

Industry in 2019	Total separations as a percentage of annual employment
<i>Arts and entertainment</i>	79.5%
<i>Leisure and hospitality</i>	79%
<i>Accommodation and food services</i>	78.9%
<i>Construction</i>	65%
<i>Professional and business services</i>	63.5%

## ***Create an Employee Recruitment and Retention Strategy***

As you move forward and create an employee retention strategy based on optimized training, you need to be able to follow metrics that help you monitor the effectiveness of the strategy. This includes:

- The average turnover related to transfers or promotions within your organization using [SHRM](#) and [AHP retention rate formulas](#)
  - This should be broken down into voluntary turnover, involuntary turnover, and employees who are promoted because of high performance
- The average tenure of your company employee
- Tracking information on open versus filled positions within the company



## ***Monitoring the turnover rate and retention rate will help you determine the effectiveness of your optimized training***

Monitoring the turnover rate and retention rate will help you determine the effectiveness of your optimized training. Bear in mind the average retention and turnover rates for your industry too.

## Challenges

*Some of the biggest challenges with training have to do with flexibility and design.*

There *will* be challenges. However, you can still hold classes and train new hires or current hires in spite of challenges. Consider week-long employee training programs optimized to include instructors and speakers from each department in your building, as well as hands-on learning exercises to improve engagement; there are only so many PowerPoint slides an employee can mindlessly click through before their brain goes out of tune.

Employee boredom or disengagement challenges can be overcome with hands-on learning activities throughout the training. Low comprehensive levels can be tackled with short quizzes to test retention of the most important concepts throughout. These don't have to be stressful; make them open book and have employees grade themselves. At the end of each optimized training session let employees or future employees complete an in-house-designed certification test to gauge their knowledge of 1) the company, 2) the industry, and 3) any platforms or processes with which they will be working.

## How to Optimize Training for Employee Recruitment

### TRAIN YOUR EXECUTIVES

You need good instructors to help you optimize your employee recruitment. No matter how great your training is, it won't facilitate good discussions or interactions if you don't have top-of-the-line instructors. This should be someone who is highly knowledgeable about your company and enthusiastic about the company mission. Being able to train an executive from within

the company can prove most useful because they will understand subjects relevant to your industry but can work with third parties to tackle the administrative details of recruitment-based training.



### PROVIDE A LEARNING SPACE

Recruitment requires an off-site, designated location. You need to have a place where classes can be held. This is particularly useful for onboarding Scenarios. Investing in the future of your company can optimize productivity and growth even if it requires an additional budget at present.

## How to Optimize Training for Employee Retention

### INTERACTIVE BASED TRAINING IS KEY

There are many people who learn better with hands-on training because of the engagement it requires. In a world where virtual platforms are quickly becoming the norm for



company training, you can still integrate that level of engagement with simulation experiences, virtual reality learning, or branching scenario exercises.

## **INVOLVE EMPLOYEES IN THE TRAINING DISCUSSION**

To some extent, you want to involve your employees in training decisions, and find ways to get them to discuss their training with colleagues. Really good training can serve as a focal point that everyone in the office talks about. That level of social learning is a powerful motivator for those who haven't taken similar initiatives especially for voluntary training or continuing education opportunities.



## **MAKE TRAINING CONVENIENT**

Employees can easily become stressed about workplace training if they feel that the requirements will interfere with their current projects or deadlines or is it at any point the training might be too time-consuming. For this reason, it is important that organizations invest heavily in modified training, particularly hybrid learning and online platforms. With online platforms that can be accessed through mobile devices, employees

can complete training at their convenience, while they are on the go, or sitting on a train for their long commute. Being able to use their time wisely and concurrently build a new set of skills serves as a foundational investment in your company's human capital.

Final thoughts:

*No matter the level of data you collect, you won't be able to improve your employee recruitment or retention without optimizing your training. Tracking your current levels of turnover and retention while integrating feedback from employees can help you optimize your current training and even Inspire new training.*

*One of the most common reasons that people leave an organization is they were not provided enough opportunities for professional growth within the company. You can avoid this by providing training for new skills and giving your employees chances to enjoy Executive Education and continuing education within the organization and through third parties. Doing so can help you retain your top talent. Focus on optimizing your training to provide ongoing professional development program to all of your staff members so that they will regularly have access to the learning resources they need when the time comes.*

**THE EXECUTIVE EDUCATION ADVISOR CAN HELP YOU UTILIZE ADVISOR EDUCATION AND COMPANY TRAINING TO IMPROVE RECRUITMENT AND RETENTION RATES. FOR MORE INFORMATION ON OPTIMIZED TRAINING, PLEASE VISIT [WWW.ZSCHOOL.COM](http://WWW.ZSCHOOL.COM).**

## REFERENCES

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