

THE HOW TO GUIDE TO T.A.R.S. TALENT ACQUISITION & RETENTION STRATEGY

COMPANY CULTURE, COMMUNITY,
& MORALE



RIPPLE
TRAINING & DEVELOPMENT

TRAINING & DEVELOPMENT BECAUSE IT COSTS
LESS TO RETAIN THAN GAIN TOP TALENT

LET'S HAVE A CHAT KAYLEEN 027 647 5000

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INTRODUCTION

Every business starts with the basic objective of first becoming operational and surviving and then moving through into a position of thriving as a desirable, sustainable, and resilient entity.

If the business intends to be an employing entity the leaders must ensure they have well-designed recruiting processes, practices, and policies in place as critical components of its talent acquisition and retention strategy (TARS) of which there are 11 key components in all.

Company culture, community, and morale play a pivotal role in the success of your organisation,

INTRODUCTION

making it a crucial focus for any TARS.

Surveys reveal that 40% of employees highly value these aspects, emphasising their significance.

Moreover, a staggering 62% of employees have cited a negative company culture as their reason for leaving a position.

These statistics underscore the undeniable impact of fostering a positive and engaging work environment to gain and retain talent and boost overall productivity.

ABOUT

Fostering a positive and inclusive environment where employees feel actively engaged, personally valued, and intentionally supported helps them feel a sense of belonging and purpose within the organisation making them more likely to be motivated, productive, and loyal.

Most of us have some understanding of what company culture is but what about community and morale?

Company Culture

Encompasses shared values, beliefs, and practices that shape behaviour and interactions within an organisation.

ABOUT

It reflects the mission, vision, and values, significantly influencing the work environment and employee experiences.

Company Community

Fosters a sense of belonging and connection among employees, encouraging collaboration, communication, and mutual support.

Company Morale

Represents the collective mood, attitude, and satisfaction of the workforce, impacting productivity and engagement. Factors influencing morale include culture, leadership, recognition, work-life balance, and the overall employee experience.

CHAPTER 1

80% of employees are NOT actively engaged in the workplace.

EMPLOYEE ACTIVE ENGAGEMENT

Employee active engagement refers to the level of emotional commitment, dedication, and involvement an employee has towards their job and the organisation they work for.

Actively engaged employees are enthusiastic about their work, believe in the company's vision and values, and are willing to go above and beyond to contribute to the organisation's success.

CHAPTER 1

Characteristics of actively engaged employees may include:

High Motivation

Actively engaged employees are self-motivated and driven to achieve their goals and the organisation's objectives.

Positive Attitude

They exhibit a positive and optimistic outlook, even when facing challenges or obstacles.

Initiative and Proactivity

Actively engaged employees take initiative, seek opportunities for improvement, and are proactive in finding solutions.

CHAPTER 1

Involvement and Commitment

They are actively involved in their work, feel a sense of ownership, and are committed to their role within the organisation.

Team Player

Actively engaged employees are team-oriented, willing to collaborate with colleagues, and support the collective success of the team.

Continuous Learning

They are eager to develop their skills and knowledge, and they see learning and growth as essential components of their career.

CHAPTER 1

Advocacy

Actively engaged employees often become advocates for the company, promoting it positively to others, including customers, partners, and potential employees.

Employee active engagement is critical for organisations because it has a direct impact on productivity, retention, and overall business success.



Engaged employees tend to be more productive, deliver higher-quality work, and contribute to a positive work environment. They are also less likely to leave the

CHAPTER 1

organisation, reducing turnover costs and retained business knowledge.

As a result, companies often strive to create a supportive and inclusive company culture that fosters employee engagement and well-being.

CHAPTER 2

Only 61% of employees feel valued at work

PERSONALLY VALUED EMPLOYEES

Personally valued employees refers to individuals who are highly regarded and appreciated on a personal and professional level within an organisation.

It goes beyond the professional recognition and appreciation commonly associated with high-performing employees and delves into the deep personal connections and relationships between these employees and their colleagues, supervisors, and the company as a whole.

CHAPTER 2

Key aspects of personally valued employees include:

Strong Bonds

Personally valued employees develop close relationships with their colleagues, supervisors, and other team members. They are well-liked and respected by those they work with.

Trust and Support

These employees have earned the trust and support of their peers and supervisors due to their reliability, integrity, and willingness to help others.

Empathy and Understanding

Personally valued employees show empathy and

CHAPTER 2

understanding towards their co-workers, creating a supportive and compassionate work environment.

Camraderie

They are often seen as team players, fostering a sense of camaraderie and collaboration among their colleagues.

Approachable

Personally valued employees are approachable and accessible to others, making it easy for coworkers to seek advice or support when needed.

Positive Influence

Their presence and attitude have a positive impact on the overall

CHAPTER 2

team morale and dynamics.

Mutual Respect

These employees are highly respected by others for their skills, knowledge, and contributions to the organisation.

Cultural Pillars

They embody and promote the core values and culture of the company, serving as role models for others.



Personally valued employees contribute not only to the organisation's success but also to the overall well-being and happiness of the workforce.

CHAPTER 2

Their strong interpersonal connections often lead to a more cohesive and harmonious workplace, boosting employee engagement and job satisfaction.

Companies that recognise and nurture these personal relationships within their teams tend to have a more supportive and inclusive work environment, resulting in increased productivity and a stronger sense of loyalty among employees.

CHAPTER 3

Only 59% of employees surveyed said they feel supported at work in achieving their personal and professional development goals.

INTENTIONALLY SUPPORTED EMPLOYEES

Intentionally supported employees are individuals within an organisation who receive purposeful and targeted assistance, encouragement, and resources to help them succeed and thrive in their roles.

The organisation actively invests in their well-being, professional growth, and overall development, ensuring they have the necessary tools and support to reach their personal and professional potential.

CHAPTER 3

Key characteristics of intentionally supported employees include:

Mentorship and Coaching

These employees often have access to mentors or coaches who guide and provide feedback to help them improve their skills and achieve their career goals.

Training and Development

The organisation offers training programs, workshops, and opportunities for continuous learning to enhance their knowledge and expertise..

Work-Life Balance

Intentionally supported employees are given flexibility and resources to

CHAPTER 3

maintain a healthy work-life balance, promoting overall well-being and reducing burnout.

Feedback and Recognition

They receive regular feedback and recognition for their contributions, fostering a sense of value and appreciation within the organisation.

Career Advancement

The organisation actively identifies and supports their career aspirations, providing growth opportunities and career paths within the company.

Wellness Programs

Intentionally supported employees have access to wellness programs and initiatives that promote physical and mental health.

CHAPTER 3

Inclusive Environment

The organisation ensures an inclusive workplace culture, where all employees feel welcomed, respected, and have an equal opportunity to succeed.

Resources and Tools

They have access to the necessary resources, technology, and tools to excel in their roles and overcome challenges effectively.



Intentional support goes beyond offering standard benefits and perks; it involves a strategic and personalised approach to meeting each employee's unique needs and aspirations.

When employees feel genuinely supported by their organisation, they

CHAPTER 3

are more likely to be engaged, committed, and motivated to contribute to the company's success.

CHAPTER 4

CONCLUSION

Companies that prioritise their culture, community, and morale will elevate employer and employee engagement, bolster business resilience, improve productivity, increase profitability and grow their market share.

WOULD YOU LIKE OUR HELP?

We are always here for you so we invite you to 'experience the (Ripple) effect' today.

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TRAINING & DEVELOPMENT

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