

# WHAT'S DRIVING DOWN EMPLOYEE ENGAGEMENT & RETENTION OF TOP TALENT?

**ENGAGEMENT** and **RETENTION OF TOP TALENT** are evergreen talent management issues, yet the factors influencing them continue to change with the times. To address the present versions of these problems, let's first understand **WHAT'S DRIVING THEM TODAY.**

## CURRENT EMPLOYEE RETENTION REALITY.

**66%** of millennials say they expect to **change jobs** in the next **5 years**

Average **job tenure**, particularly in **tech** and for **younger** generations:

**2-3 YEARS**

Deloitte 2016 Millennial Survey

## INCREASED ENGAGEMENT = INCREASED RETENTION

Employees leave for a variety of reasons, but it's **no coincidence** that we so often see the terms **"engagement"** and **"retention"** together...

“Employees who are **engaged** are... more likely to be **loyal** to an organization.”

Source: HR Council

**24%** **REDUCTION** in high-turnover organizations when employees are engaged

**59%** **REDUCTION** in low-turnover organizations when employees are engaged

Source: Gallup State of the American Workplace

## WHAT CAN YOU DO TO COUNTERACT THESE CAUSES AND TO REVERSE DOWNWARD ENGAGEMENT TRENDS?

Get all the tips, tricks and tools you need in Ascendify's **Complete Guide to Engagement & Retention.**

## THE BIG QUESTION: WHAT'S DRIVING DOWN ENGAGEMENT?

Because *that* is what's helping drive down retention of top talent. Here are the **3 main reasons**:

### 1. LACK OF FEEDBACK AND COACHING

Top employees want to:



be **BENCHMARKED** against expectations



get **RECOMMENDATIONS** for development



know what they can do to **IMPROVE**



receive **GUIDANCE** on their career path

When they don't get these things internally, they often disengage and look outside the organization.

### 2. CAREER STAGNATION

Today's employees are hyper-focused on their own career growth.



**ONE-THIRD** of job-seeking professionals selected as their reason for looking, **"I'm BORED, NEED NEW CHALLENGE."**

Source: Korn Ferry Survey



CAREER DEVELOPMENT **ISSUES**

were the **TOP REASON** cited by employees who planned **TO LEAVE**



CAREER DEVELOPMENT **OPPORTUNITIES**

were the **TOP REASON** cited by employees who planned **TO STAY**

Source: Work Institute's 2017 Retention Report

### 3. UNPROMISING PATHS TO ADVANCEMENT

Many top employees struggle to see a future of growth at their current company.



**UNCLEAR REQUIREMENTS**



**"NO" TO NETWORKING**



The **STEPS** to achieving raises and promotions are **MOSTLY OBSCURE**



The notion that mingling is the **ONLY WAY** to move up can be **DEMOTIVATING**



**WITHOUT A DEFINED PLAN**, networking can seem like the only option to get ahead



Networking is a **SLOW** means of progression and an **UNDESIRABLE** tactic for some