



The New Brunswick Small Business HR CONNEXION

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TIPS TO CREATE AN ATTRACTIVE WORKPLACE

This sheet will provide you with some helpful tips on how you can make your workplace more attractive to those employees you wish to keep.

- i** Be clear on what your company does, its priorities and what it stands for to help keep employees focused during their daily work routines.

- i** Provide new employees with a proper orientation to the company.

- i** Create a positive work environment and become known for it.

- i** Be sure that your company's priorities and environment appeals to workers of all ages.

- i** Be open to employees with different values, styles of dress and physical appearances.

- i** Broaden your employee candidate pool by hiring people from underrepresented groups such as immigrants, First Nations people, African Canadians, older workers, people with disabilities, etc.

- i** Offer a flexible workplace with flexible benefits such as flex time and flexible health packages that appeal to different ages and lifestyle needs.

- i** Invest in employees. Look at how you can support them in a career with your company as opposed to supporting them only in their current job.

- i** Have workplace training options that provide unskilled workers with the opportunity to acquire the skills needed to learn from the ground up.

- i** Consider training to help address challenges and sensitivities associated with having a workplace made up of various ethnicities and cultures.

- i** Ensure safe working conditions.

i Provide employees with the tools required to get the job done.

i Leave the option of returning open to employees who leave on good terms.

i Start a recognition program that is low cost and low maintenance.

i Vary job tasks for those workers who like changes and challenges.

i Promote staff from within the company.

i Have a basic HR plan in place.

i Use wages, benefits and training creatively to meet the needs of individual employees.

i Communicate company policies and expectations from the top down, ensuring that at every level supervisors and managers are doing what needs to be done to create an attractive workplace.

i Listen to and respect your employees.

SOURCE USED TO DEVELOP THIS TIPS SHEET:

The Newfoundland and Labrador HR MANAGER (<http://www.nlhrmanager.ca>)

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