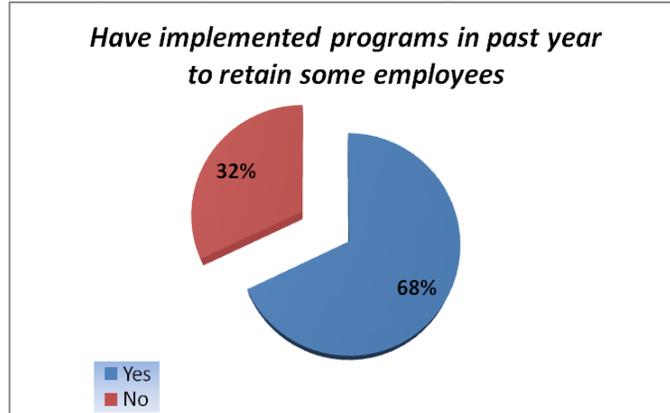


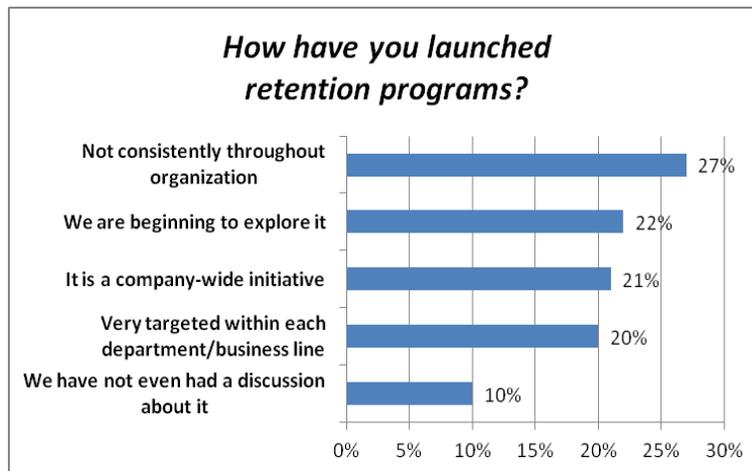


Survey: 2 Out of 3 Employers Trying To Retain Talent

In a sign of an improving job market, 2 out of 3 employers are implementing programs to retain some of their most talented workers, according to a survey by [OI Partners-Venturion](#), a global coaching and leadership development and consulting firm.



68% of employers have taken steps during the past year to retain some of their best executives, managers, future leaders, and those who work on the front lines. That is because turnover has already increased at 30% of surveyed companies – and most are bracing for more employee exits in the coming year, according to the survey, which received responses from 174 companies throughout North America.



68% of organizations have implemented retention programs for some employees within the past year.

- 27% have initiated them for select employees
- 21% have launched company-wide initiatives
- 20% have started very targeted initiatives within each department and/or business line

32% have not yet launched retention programs

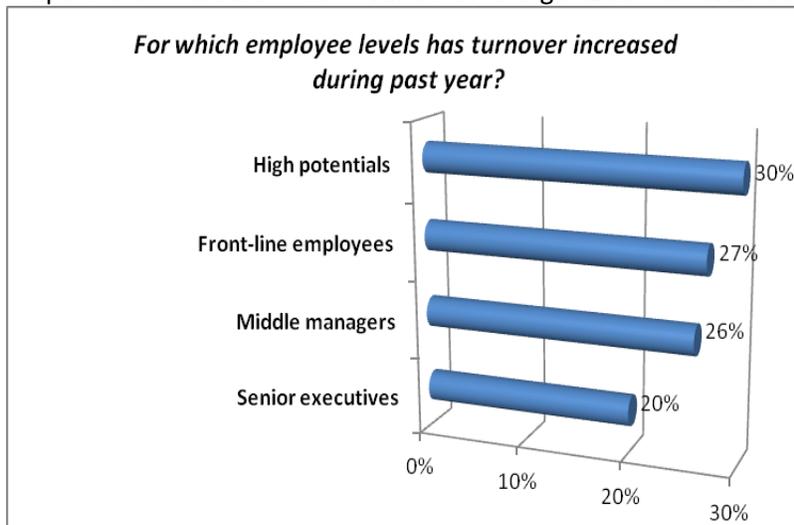
- 22% are beginning to explore the issue
- 10% have not even had a discussion about it yet

“Most employers have initiated measures to hang on to their best talent. They realize that when retention is a problem with a high unemployment rate, it will only get worse once more jobs become available if they don’t do something to entice employees to remain,” said **Don Huse, Managing Partner of OI Partners-Venturion**.

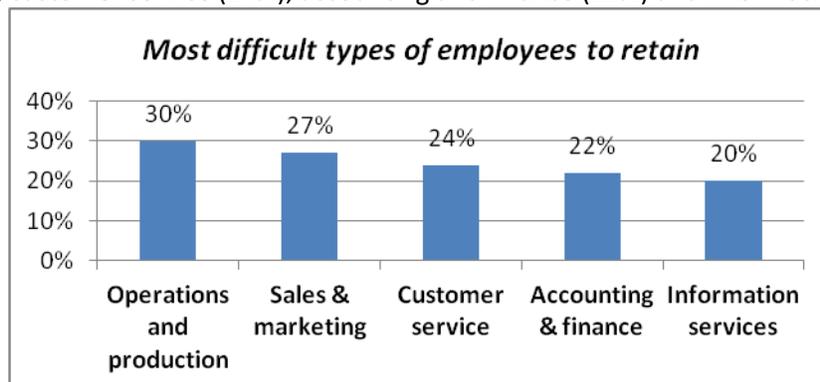
Companies are most concerned about losing employees who they have designated as their future leaders and those who directly work with customers. Job opportunities have already increased for these levels of workers and competition for the best ones will become more fierce, as well as for those who manage them,” Huse added.



30% of employers reported an increase in turnover at some organizational levels during the past year.



The most difficult types of workers to retain are: operations and production (chosen by 30%), sales and marketing (27%), customer service (24%), accounting and finance (22%) and information services (20%).



Coaching programs, better compensation and benefits and tuition reimbursement are among the top retention methods employers are using to retain management employees and future leaders. “Providing coaching to employees in how to become better managers is as important a signal of investing in their career development as are salary and benefit increases,” said Huse.

Employers are using primarily non-financial methods to retain those who work on the front lines, including selecting them more carefully, giving departing employees exit interviews to uncover and correct issues causing workers to leave, and providing better orientation and training.

**Top Retention Methods
For HIGH POTENTIALS**

Better compensation & benefits	43%
Coaching programs	40%
Mentoring programs	38%
Tuition reimbursement	37%
Flexible hours & schedules	30%
Casual dress codes	22%
Telecommuting	20%
Retention bonuses	17%

**Top Retention Methods
For MIDDLE MANAGERS**

Coaching programs	43%
Tuition reimbursement	30%
Better compensation & benefits	30%
Flexible hours & schedules	24%
Mentoring	23%
Casual dress codes	22%
Profit sharing	20%
Retention bonuses	18%

**Top Retention Methods
For SENIOR EXECUTIVES**

Coaching programs	37%
Stock options	32%
Profit sharing	27%
Better compensation & benefits	24%
Retention bonuses	18%

**Top Retention Methods
For FRONT-LINE EMPLOYEES**

More careful selection	50%
Exit interviews	48%
Better orientation	35%
Improved training	35%
Tuition reimbursement	34%
Better compensation & benefits	26%
Flexible hours & schedules	25%
Pre-employment testing	25%

About OI Partners

[OI Partners](#) is a leading global executive coaching and leadership development and consulting firm that helps individuals find new careers and employers to improve the performance of their employees and organizations.

OI Partners specializes in [career transition programs](#), [executive coaching](#), [leadership development](#), and other [staffing solutions](#). The company was established in 1987 and is now located in 200 offices in 27 countries with close to 100 U.S. offices.

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