

# Chapter 8

# Crucial Considerations to Improve Employee Retention

**Sheriley Yvonne Smith**  
*Park University, USA*

## **ABSTRACT**

*Employee retention continues to be a pressing concern for organizations across sectors, as high turnover rates lead to diminished productivity, increased recruitment costs, and disrupted workplace morale. This chapter explores the crucial considerations necessary to enhance employee retention through a strategic and intentional approach. Drawing on current research and best practices, it emphasizes the importance of identifying root causes of turnover, tailoring retention strategies to organizational contexts, cultivating a positive workplace culture, and providing growth opportunities. Key actions such as prioritizing employee well-being, soliciting feedback, strengthening leadership capacity, and evaluating progress are highlighted as integral to sustaining a committed and high-performing workforce. These recommendations are applicable to both small and large independently held enterprises seeking long-term retention solutions that support organizational stability and employee satisfaction.*

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## OVERVIEW

### Crucial Considerations to Improve Employee Retention

*Crucial is defined as “significant, important or essential as resolving a crisis; especially in the success or failure of something; and of great importance.” — Merriam-Webster*

Maintaining staff is a major challenge for agencies worldwide (Al-Suraihi et al., 2021; Asianab, 2023; Schlosser et al., 2022; Wright, 2021). Increased staff churn can be costly, as it may lead to decreased output, a loss of institutional knowledge, and higher expenses for recruiting and training new employees (Al-Suraihi et al., 2021; Wilson, 2020; Wright, 2021). Furthermore, a high turnover rate can negatively affect team stability and morale within the organization (Schlosser et al., 2022). The turnover rate is a critical metric for understanding workforce stability and assessing the effectiveness of an organization's retention strategies.

Given these challenges, it is imperative to implement effective employee retention strategies that make use of top-tier talent and foster a positive work environment. Employees should feel valued, engaged, and motivated—conditions that encourage long-term commitment and benefit both the organization and its workforce. According to Hausknecht, Rodda, and Howard (2009), employee retention is: “The effort by an employer to keep desirable workers to meet business objectives.”

Effective employee retention strategies are urgently needed to attract and retain top talent while cultivating an environment where employees are motivated to remain with the organization over the long term. The following crucial considerations can guide efforts to improve retention. Both small and large independently held enterprises may find these strategies applicable.

When analyzing staff retention, the following factors are vital to consider:

- Determine the fundamental causes.
- Customize solutions to fulfill specific needs.
- Inspire a positive workplace culture.
- Offer opportunities for development and advancement.

This can be done by implementing the following actions:

- Prioritize the well-being of your staff.
- Request and respond to feedback.
- Develop robust managerial and leadership skills.
- Track and evaluate achievement.

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