



# How to:

Attract, Hire and  
Build a Strong,  
Engaged Team



## Building a strong, engaged team

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Retention is one of the greatest challenges facing employers today. Constant employee turnover drains resources and slows growth.

To reverse the trend, organizations must revolutionize how they retain and develop talent. It's no longer enough to hire new employees and expect them to find their own way in the workplace.

Instead, organizations must undergo a paradigm shift in the way they think about employee experience, leveraging tools that collect feedback and track engagement.

Read on to learn what it takes to attract, hire and build a strong, engaged team.





## STEP 1

# UNDERSTAND THE EMPLOYEE LIFECYCLE

Revolutionary employers build knowledge by understanding the employee life cycle. They know how to leverage this knowledge for a better employee experience, engagement and retention.

The employee life cycle helps employers visualize employee experience. Gathering data at each stage offers insight into what could happen at later stages (in other words, warning signs that someone may want to leave).

But what is the employee life cycle? Use this guide to help inform your organization's practice and attend to the needs of each employee throughout their work experience.

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**Pre-hire:** this includes recruiting, interviewing, and – for successful candidates – being hired.

**Onboarding:** It takes time for an employee to learn new systems at a new job. Because there's so much to learn in such a short time, onboarding can be stressful. That's why it's so important to support employees throughout the onboarding process.

**Post-hire:** Once an employee is onboarded, organizations have the opportunity to engage, develop, and retain them.

Post-hire encompasses the employee's working experience from onboarding up to their exit from the organization.

**Exit and Offboarding:** Whether an employee leaves voluntarily, or they are asked to go, exits offer invaluable insights into the employee experience and supervisor satisfaction. You'll learn what makes employees want to leave, why they may have been disengaged, and how you can better support people in the future.

# EMPLOYER

Attract/  
Source

Interview,  
Reference  
Check & Hire

Onboard

Engage,  
Develop &  
Retain

Exit &  
Offboard



Find

Join

Start

Succeed &  
Grow

Transition

# EMPLOYEE



## STEP 2

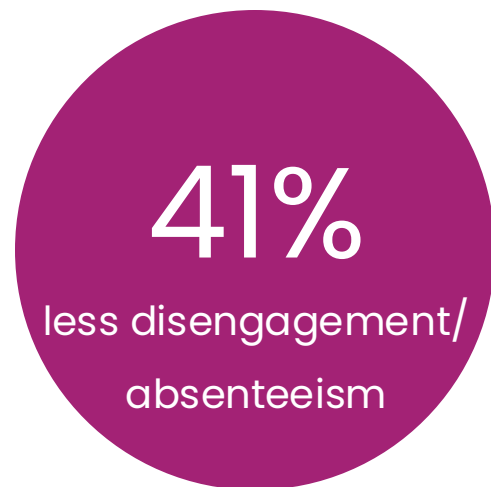
# USE DATA TO DRIVE ACTION ON YOUR HIRING, ONBOARDING, AND RETENTION EFFORTS

Employers often struggle to make the connection that retention is influenced by the way they hire, onboard, recognize accomplishments, mentor, and otherwise engage with employees once they're hired. But rich analytics can help you discover the root cause of turnover, empowering you to make a positive change.

Employers often struggle to identify who is at risk of leaving the organization. But with the right data, employers can get candid employee feedback across the employee experience to understand where and how improvements need to be made. This includes feedback on recruiting, during the employee experience, and in the event of the employee's exit from the organization.

Having post-hire engagement data at your fingertips – and acting upon it – can result in significant long-term value for your organization

By addressing the root causes of turnover through post-hire engagement, organizations typically see:



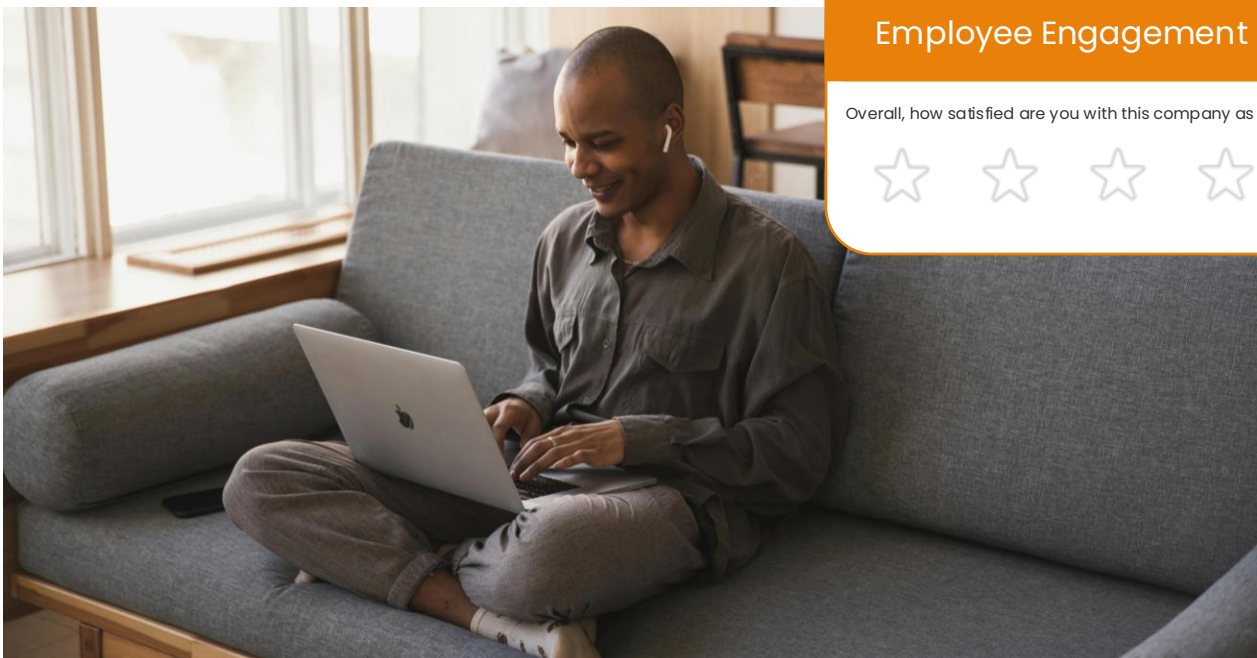


## STEP 3

# REVOLUTIONIZE EMPLOYEE ENGAGEMENT

Once you are collecting and understanding data, take action. Previously, HR dedicated most of its time and energy to the pre-hire stage of the employee life cycle. When this is the case, the quality of an employee's experience post-hire – whether good or bad – comes down almost exclusively to the manager. That often spells disaster for employee retention, as half of all employees have left a job to “get away from a manager.” According to Gallup. A more robust support structure is needed to ensure employees are having a positive experience at work.

It's critical for organizations to not only dedicate resources to people they're trying to bring into your organization but also to those who are already there. HR managers and senior leaders often share the responsibility for ensuring a good employee experience – so where do you start? Continue reading on for a step-by-step guide.



### Employee Engagement Survey

Overall, how satisfied are you with this company as a place to work?







## STEP 3

# REVOLUTIONIZE EMPLOYEE ENGAGEMENT

## 01 Check-in with employees early and check in often

The first step is to **identify opportunities to engage employees** before they decide to move on. To do this, employers must get feedback from employees regularly about their goals, concerns, and observations. This way, you'll better understand what motivates and challenges employees. It can be easy to let several months go by before engaging with a new hire or to forget to connect with someone who's been with you for years. Regardless of how long someone has worked at your organization, it's critical to show an interest, listen, and take action based on what employees share.

You need employee feedback collection software with surveys for candidate experience, onboarding, and ongoing engagement – including exit surveys.





## STEP 3

# REVOLUTIONIZE EMPLOYEE ENGAGEMENT

## 02 Use data and feedback to help you make informed decisions

The right technology solution can help you make informed decisions. For example, SkillSurvey Post-hire provides surveys that collect data on the hiring experience, onboarding, employee engagement, and voluntary exit. A dashboard of results from these surveys provides insights into what's working and how you can improve your employee engagement and retention efforts.

Additionally, collecting feedback from managers is a helpful way for leaders to understand what's going on in the organization and whether recruiting efforts are bringing in the right talent. Ideally, managers have a close working relationship with the people on their team and can provide valuable insight into why an employee didn't work out, or why they're thriving. Additionally, viewing manager feedback alongside your employees' helps provide a full picture.





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## 03 Ask the right questions so you know you can trust the data

Employee surveys are a great way to collect data on the state of employee engagement at your organization. However, few HR professionals and business leaders are experts in primary research. Self-designed surveys can lead to asking questions that haven't been validated for bias, launching surveys without proper confidentiality controls, and getting feedback that doesn't get at the real challenges facing the organization.





# Your Retention Solution

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Understanding why you struggle with employee retention, engagement and satisfaction is just the first step. You need a partner that gives you the tools to lead the revolution. You need SkillSurvey Post-Hire.

SkillSurvey's talent intelligence suite is an all-in-one solution that delivers measurable data from hiring to employee exit. With our solution, you gain a quick and easy way to gather actionable feedback on the critical stages that influence an employee's perception of your organization and help ensure they stay long-term.

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## **With SkillSurvey Post-Hire, you'll:**

- Automate ongoing feedback collection so you save time and resources
  - Build more engaging employee experiences
  - Discover root causes of turnover
  - Gain valuable feedback for your DE&I initiatives
  - Obtain a more holistic view of your talent acquisition and management efforts
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## **Here's how SkillSurvey Post-Hire does it:**

- Confidential surveys encourage candid feedback
- Surveys grounded in psychological research to optimize response rates
- Deep, insightful analytics that helps you take meaningful action
- Aggregated data and trend visualizations to help you understand the data and drill into specifics like departments, demographics and job roles
- Dashboard that gives you up-to-the-minute insights on engagement and satisfaction, as well as supervisor feedback on new hires and involuntary exits