

Good essay about attraction and retention

[Business](#), [Company](#)



Introduction

Several organizations have at one time or another realized a high number of employee turnover. This puts an organization at a disadvantage especially because of the negative publicity it renders to the organization. Many scholars have done research using guidelines like ways to enhance employee attraction and retention, types of motivation that will lead to employee retention and even how to transform retention theories into practice. The problem under investigation relates to the reasons why it is difficult for organizations to attract and retain their workers. There is need for further research seeing that the problem of worker attraction and most especially retention is still a contentious issue in most organizations. As such, the paper seeks to develop hypotheses that will either confirm or reject this position through the findings of the study. Finally, the paper will provide solutions to the various problems identified.

Statement of the Problem

There is need to carry out further research on the issue of employee attraction and retention. Therefore, this research will aim at identifying the factors responsible for make it difficult for certain organizations to attract employees especially those with high qualifications for various positions. The inherent problem in this situation is that employers in such organizations have made efforts to retain workers without much success. Organizational policies, practices, and ideals are largely responsible for problems of the inability to attract and retain employees. Rather than opt for external solutions it is important for organizations to check their systems first.

Intended Audience

The findings of this research are most useful for the human resource personnel of organizations. Through this research the HRM are able to correct unhealthy practices that promote poor attraction and retention practices. The management of organizations also need this information to ensure that companies maintain a simple structure that allows them to address employee concerns amicably. Other stakeholders like the government and shareholders will find the outcome of this organizational problem useful as they have an interest in companies. The government earns revenue from organizations and would thus like them to perform well. Similarly, shareholders get dividends thus a company's profitability is important.

Hypothesis statement

The first hypothesis in this case relates with whether the practices perpetrated by HRM (Human Resource Management) have an influence on employee attraction and retention. The second hypothesis is whether the various aspects of organizational culture contribute to the lack of worker retention and attraction to the establishment. Thirdly is the hypothesis that deals with the ways in which employee attitudes and retention abilities influences their retention abilities and even their attraction for various positions.

Relevant Questions

For the first question on HRM, practices would be whether the selection and recruitment processes conducted by the human resource personnel are

adequately thorough to ensure that the right individuals are hired. This is essential to determine whether hiring the wrong personnel is responsible for lack of retention. Secondly, is if the hiring procedures including the questions posed to potential employees are appropriate for their job descriptions. The third question relates with whether the human resource management provides opportunities for employees career growth. This is particularly so because future career prospects influence the image a company and impacts heavily on the desire by potential employees to apply to work in an organization and even to remain part of the company in the long-term.

The second question on organizational culture is linked with questions such as whether an establishment adheres to health and safety standards imposed by the government. For instance, it is essential to know if a business entity conforms to health and safety measures like OSHA given that it influences the decision of workers continue working for the organization.

The second question deals with the effectiveness of a company's rewards system. An appropriate reward system that ensures that workers are well motivated will enhance retention and the converse is true. Thirdly, is whether the policies of the organization are favorable for employees to execute their work.

Finally are questions that respond to the issue of employee attitudes and perception. The question of the kinds of attitudes that enhance employee turnover is a major issue. The second one is how the organization as well as its brand nurture employee perceptions and attitudes thereby contribution to their lack of attraction and retention in an organization. Thirdly, is the question on the kind of organizational structure present in a business. This

will help to identify whether the structure is flat or bureaucratic given that complex entities are known to respond slowly to employee issues.

Alternative Solutions

The first solution to the issue of employee attraction and retention is to develop a hiring process that is comprehensive. To begin with, an organization can make use of social media and video interviews to attract the right employees (Philips, 2005). Employee turnover is a very expensive affair for companies thus it is important for them to ensure that they get the right candidates who will fit into the organizational culture without any difficulty. Although a company may be able to get a good candidate, they should also look for one who will enjoy working with the organization. Additionally, the human resource personnel need to be consider all aspects of a given candidate. For instance, HRM need to consider factors like the alignment of such workers with teams in order to achieve an organization's goals. Using behavior-based screening and an objective interviewing process will enable a companies hire appropriate employees (Philips, 2005).

Generally, the solution of improving the efforts will help an organization capture the right employees thus causing a significant reduction in staff turnover. The need to improve the practices of the HRM has been indicated in the logic diagram. The conclusion to this finding is for the HR personnel to work alongside the employers to ensure that an appropriate hiring culture is promoted in the company. The ultimate solution is to develop suitable policies that support the hiring process in the organization.

The second solution is to reward employees in a manner that motivates them. Firstly, a competitive pay package will help to attract highly skilled

workers. The reason why highly qualified personnel may not apply to work in a company for a given position is because of the poor pay packages. Consequently, the company ends up hiring the wrong people who later on quit their positions. Therefore, there is no doubt that the competitive pay packages will ensure that an organization hires the right caliber of employees. Furthermore, employees can be given monetary benefits in form of bonuses and pay rise. This will go a long way in retaining employees as they will feel appreciated. There are also other non-monetary rewards like recognition; promotions and being vested with leadership positions that will see highly motivate personnel. In fact, promotions greatly motivate workers because of the knowledge that there is room to advance their careers. The appropriate conclusion is to establish proper ways of rewarding workers and embracing an organizational structure that supports the same as indicated in the logic diagram.

The third solution is to create an organizational culture that is favorable for workers. This should start from the working environment. The surroundings should be conducive for workers in the sense that it should be clean and safe from health hazards thus it should adhere to OSHA standards. Additionally, organizations with complex bureaucratic hierarchies should redesign their systems to flatter ones. Flat structures make it easier for employees to communicate with management about various issues of concern. Open communication also propels employees to be innovative thus they are encouraged to remain in the organization given that their ideas are appreciated. Moreover, combined efforts of the HR and employers will help create the desired culture within the company as displayed in the logic

diagram. Actually, a transformation of the organization's culture appears to be the most effective solution because it incorporates most of employees' concerns thereby increasing their chances of attraction and retention.

Plausibility of solutions

The plausibility of the solution on improved hiring processes is essential because it is necessary to deal with the problem from the root cause. Poor hiring procedures are largely to blame for lack of attraction and retention of employees in some organizations (Finney, 2008). Therefore, this solution is acceptable because of its efficiency in minimizing employee turnover. Well thought hiring processes that are comprehensive help to avoid bias and wrong judgment thereby becoming a long-term solution for organizations.

The solution of rewarding employees is plausible because motivation is key for the success of any organization (Finney, 2008). Moreover, it is credible because employees tend to be attracted and retained by the kind of remuneration they get. When employees are poorly paid, they may not give an organization their best input. They also stay temporarily as they look for better opportunities elsewhere. Therefore, using rewards is a major milestone towards solving the problem of attraction and retention amongst workers.

Finally, is the solution of a good organizational culture, which is plausible because it affects the manner employees operate. When an organization has an unfavorable culture such as long working hours and a noisy environment, it becomes difficult to retain workers (Hor & Keats, 2008). An organization with favorable working policies and with a conducive environment motivates employees and increases their retention ability. Moreover, a company with a

flat structure allows employees to convey their problems to the top management. Consequently, a good image is created and more workers are attracted to work with the institution for a long term.

Intended Consequences

The intended consequence of the right hiring procedures is that it will strengthen the organization's ability to employ the right personnel.

Consequently, more skilled and experienced personnel will be attracted be part of the company and they even love their jobs. The solution of providing a good reward system has the consequence of motivation employees.

Therefore, workers will be encouraged to stay and give their best to the company. Finally, the intended result of improving the organizational culture is that this move will boost the image of the entity. In this regard, many more employees will be desire to be affiliated with the company hence their dedication and commitment to the organization.

Best Solution

The best solution is that of changing the organizational culture. This is because it encompasses all the possible solutions that can be required to solve the problem of lack of employee attraction and retention. Changing organizational culture involves ensuring that policies are reviewed. As such, issues like environmental safety, human resource practices especially those that include the process of hiring will be covered under those policies.

Moreover, an organization will ensure that it harnesses a culture of a good reward system hence employees will be well motivated.

Conclusion

I have discovered that questions related to research need to be clear objective. As such, it is necessary to put the research issues in a simple form to avoid confusion while conducting the research. Coherence refers to a harmonious connection of various parts while logic involves how reasonable an argument presented is. The logic and the coherence in my writing has been improved given that I am able to present ideas and research questions in a manner that makes them easily understood especially for the relevant stakeholders. Actually, logic and coherence is crucial for the success of the whole research. Furthermore, the coherence in my writing has been enhanced due to my ability to minimize jargons. Business jargon often makes research findings impenetrable and foreign for some of the stakeholders. Therefore, in order to preserve logic I have to define certain terms especially when they are extremely necessary for my writing. Finally, it is also vital for me to develop an outline so that I can direct and organize key points of my research in a logical manner.

References

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