



# EMPLOYMENT STRATEGIES

TO **DRIVE BUSINESS GROWTH**

A national study designed to help you navigate critical trends in the workforce to help your business thrive.

Researched and summarized by:



# WINNING THE **WORKFORCE GAME**

Insights to help you find, attract, engage, and retain top talent

## EVERYONE IS FEELING THE PAIN

Organizations of all sizes and entire industries are facing the greatest hiring and employment disruption in recent history. A turbulent economy, labor shortages, and the rise of remote work are just some of the factors affecting the way we hire and retain the talent that will advance our business goals.

## “I HEAR THIS ALL THE TIME”

“I can’t find good people!”

“Why don’t my employees stay longer?”

“How do I keep my staff happy?”

“What are the best ways to engage and motivate my team?”

## WHICH CHALLENGES KEEP YOU UP AT NIGHT?

- Higher Turnover
- Shorter Stays
- Entitlement Mentality
- Communication Issues
- Generational Gaps
- Accountability Issues
- Training to Standard
- Toxic Leadership
- Toxic Environment
- Personality Differences
- Trust Issues
- Increased Overhead

## RESEARCH-BASED SOLUTIONS

This study was performed to help synthesize and condense a large amount of research data so business owners and executives can easily navigate the current workforce landscape.

While you may be thinking, “How do I win the workforce game?” The better question is “How do we create a corporate culture and environment where everyone wins?”

The insights in this report will be instrumental for attracting quality candidates, retaining high-performing team members, creating a healthier corporate culture, and boosting profitability.



*Ford Saeks*  
Business Growth Accelerator

**Ford Saeks**, Business Growth Accelerator, Speaker and Author, specializes in helping businesses attract loyal and repeat customers, improve performance, ignite innovation, and increase sales & profits. His efforts have helped companies generate a total of over a billion dollars in sales worldwide.

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# Intriguing Research Insights



## IGNORE CULTURE AT YOUR OWN RISK

67%

believe that a **toxic environment** is the main reason people **quit**.

There's no doubt that a healthy corporate culture is instrumental for success. But what happens when things go south and the toxicity spreads? If you ignore the problem, it will ultimately lead to higher turnover rates, HR nightmares, and a less productive organization.



## WHY EMPLOYEES STAY

74%

report that **personal satisfaction** at work is the top reason employees **stay** at a job.

Our research study found that personal satisfaction is the number one reason why employees stay at a job for longer periods of time. While money and benefits are always important, it's clear that workers are looking for more from their careers than just a paycheck. If you're looking to keep your top talent from jumping ship, make sure your company offers a positive work culture and plenty of opportunities for growth.



## ATTRACTING GEN Z EMPLOYEES

**56%** of young adults value **freedom over pay.**

A majority of Gen Z participants report that having control over where they work and when they work is more important than their salary, the highest of any generation.

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## COMPENSATION IS STILL A KEY FACTOR

**57%** of all adults **value salary** above all other factors.

When it comes to finding a new job, salary and benefits are the top priorities for most applicants today. Our research shows that over half of respondents reported that compensation was the most important factor when considering a new opportunity. That's not surprising, given that wages have been stagnant for years and many households are struggling today.



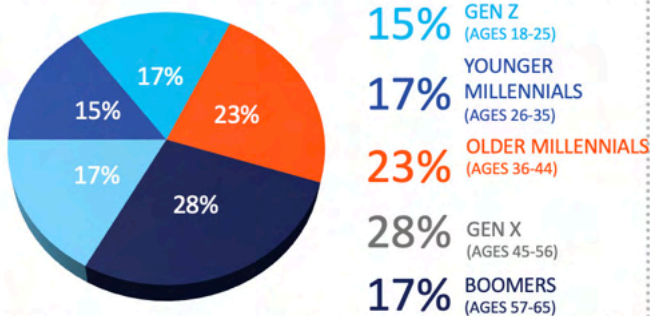
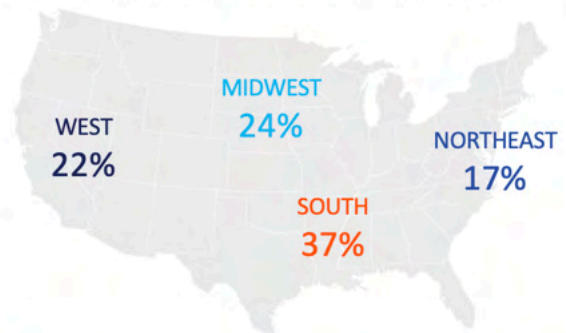
# Methodology

## STUDY DETAILS

CUSTOM 25-QUESTION SURVEY COMPLETED BY

# 1,120

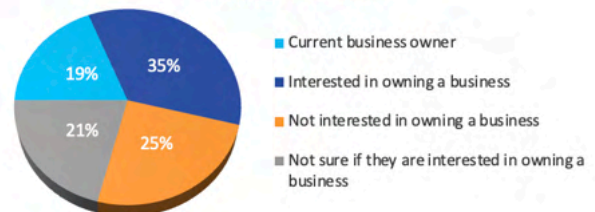
U.S. PARTICIPANTS (AGES 18-65)



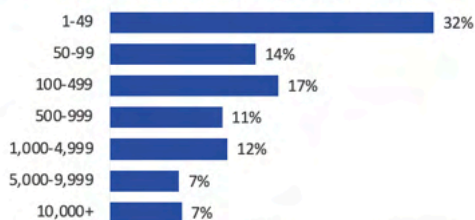
### EMPLOYMENT STATUS



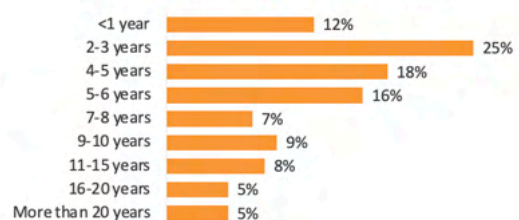
### OWNING A BUSINESS



### FULL-TIME EMPLOYEES AT CURRENT ORGANIZATION (ONLY INCLUDES THOSE THAT ARE EMPLOYED)



### TENURE AT CURRENT ORGANIZATION (ONLY INCLUDES THOSE THAT ARE EMPLOYED)



The sample was weighted to the U.S. Census for age, region, gender, and ethnicity. Figures are statistically significant at the 95% confidence level. The margin of error is +/- 2.93 percentage points. In an instance that a chart total for a single select question does not add to 100%, please note that this is due to the minimal effect of rounding. The survey was conducted online in 2022.

# Employers Can't Ignore This



Employers can provide greater value to employees by responding to the impact the economy is having on average workers.

## INCREASED FINANCIAL PRESSURES

Inflation is top of mind of most employees. In the current economic climate, employers can better connect with their employees by being aware of the impact the economy is having on their workforce. While employers may not be able to control the economy, they can attempt to address the financial pressures their employees are under.

 **52%**

of people  
feel the impact of  
inflation

 **29%**

of people had to  
use savings to  
pay bills

 **21%**

of those surveyed  
had to delay a  
major purchase



## BENEFITS & EMPLOYEE DEVELOPMENT

**These insights are especially relevant to employee retention.** As the cost of living goes up, employees may start to look for new jobs that offer higher wages. To combat this, businesses that want to retain top talent need to be proactive and develop strategies for retaining their workforce.

One key strategy is to offer **employee benefits** that keep pace with the cost of living. This could include offering bonuses, raises, or other financial incentives.

Another effective strategy is to invest in **employee development for personal and professional growth**. Start by creating your “success library” filled with resources for on-demand training. In addition, seminars & workshops, lunch-n-learns, and interactive group training help employees bond and improve their skill sets to advance their careers.

# Why Employees Stay



Helping employees succeed is essential for productivity, but also translates to longer employee retention rates.

## WHAT INFLUENCES EMPLOYEE RETENTION MOST?

While salary and benefits play a key role in an employee's decision to stay at a job, there are other factors that motivate employees to stay.

Research confirms what we already know. Employees who are satisfied with their job are more likely to be engaged and motivated, and less likely to look for new opportunities.

## SATISFACTION FACTOR

Employees who feel valued and appreciated by their company are more likely to be loyal and stay with the organization for a longer period of time.

Several factors impact how an employee feels valued, including **leadership & communication**, **setting clear expectations**, providing a **good work-life balance**, offering **flexible working arrangements**, and benefits like **paid time off**.

By combining these factors, companies will create a workplace culture that encourages long-term loyalty.

# 74%

of prospective candidates report that personal satisfaction at work is the top reason to stay at a job longer.





# Why Employees Leave



A positive work environment will help you retain your employees like nothing else.



**53%**

of employees would leave because they do not feel appreciated or valued.

**63%**

believe that a toxic work environment is the most influential reason why people leave a job.

## RESPECT & SUPPORT

**Interpersonal issues are the top reason why people leave jobs, according to our research.**

These findings demonstrate that employees are more likely to stay at a job where they feel respected and supported.

**A toxic work environment has a number of negative effects on employees, including decreased productivity, increased absenteeism, and higher turnover rates.** Not only does a toxic work environment take a toll on morale, but it also affects your bottom line.

Fortunately, there are steps that employers can take to prevent interpersonal conflict from escalating. By promoting open communication, establishing clear boundaries, and encouraging respectful behavior, workplaces can foster a healthy and productive environment for all employees.

**Employers who create a positive work environment will not only retain their best employees, but also attract new talent as well.**

# 4 Ways to Fix a Toxic Office Environment

## What Is a Toxic Work Environment?

A toxic work environment is characterized by poor communication, conflict, and a lack of trust. In a toxic workplace, employees may feel like they are constantly under attack or that their opinions are not valued. This can lead to a feeling of isolation and powerlessness, resulting in decreased productivity and engagement.

### Consequences

Toxic workplaces often have high turnover rates, as employees seek to escape the negative atmosphere. In extreme cases, a toxic work environment can even lead to physical and mental health problems. Here are four ways you can begin to fix some of these issues.

#### 1. Hire for Attitude, Train for Skills

This is essential because candidates with the best skills, but a poor attitude will contaminate your culture. Prescreening assessments and an effective interview process are not failproof but go a long way to helping identify someone's strengths, behaviors, and communication style. Here is the tool I suggest:

[www.profitrichresults.com/product/workplace-strengths/](http://www.profitrichresults.com/product/workplace-strengths/)

#### 2. Be Open and Honest

Open up a dialogue with your team. It's important for them to safely express their concerns and how the current environment is affecting their performance and office culture.

#### 3. Work-Life Balance

Second, everyone needs mental breaks and time to recharge. Offering paid time off (PTO) and flexible work schedules help them stay energized, productive, and elevates morale.

#### 4. Deepen Relationships

Finally, build positive relationships with your co-workers. To this end, (1) be sure to show appreciation for a job well done, (2) be clear and consistent in your expectations, and (3) learn about their interests and hobbies, and take an interest in their lives outside of work.

### Conclusion

This starts with leadership and continues throughout the organization. By taking these steps, you can turn a toxic work environment into a more positive and productive one, where everybody feels valued and appreciated.



## Healthy Workplace Culture Scorecard

Rate these elements on a scale of 1-10 with 10 being the best. This will help you identify areas for improvement in your workplace culture.

- We're all on the same page with our mission, vision, and core values
- Accomplishments are recognized
- Belief in our brand's products & services
- We're transparent about challenges
- Share common goals for improvement
- We conduct team-building exercises
- Clear processes for onboarding & training
- Encourage collaboration & accountability
- Feedback is welcomed from employees
- We offer opportunities for growth
- Staff understands how their work contributes to our purpose
- Positive process for handling fumbles



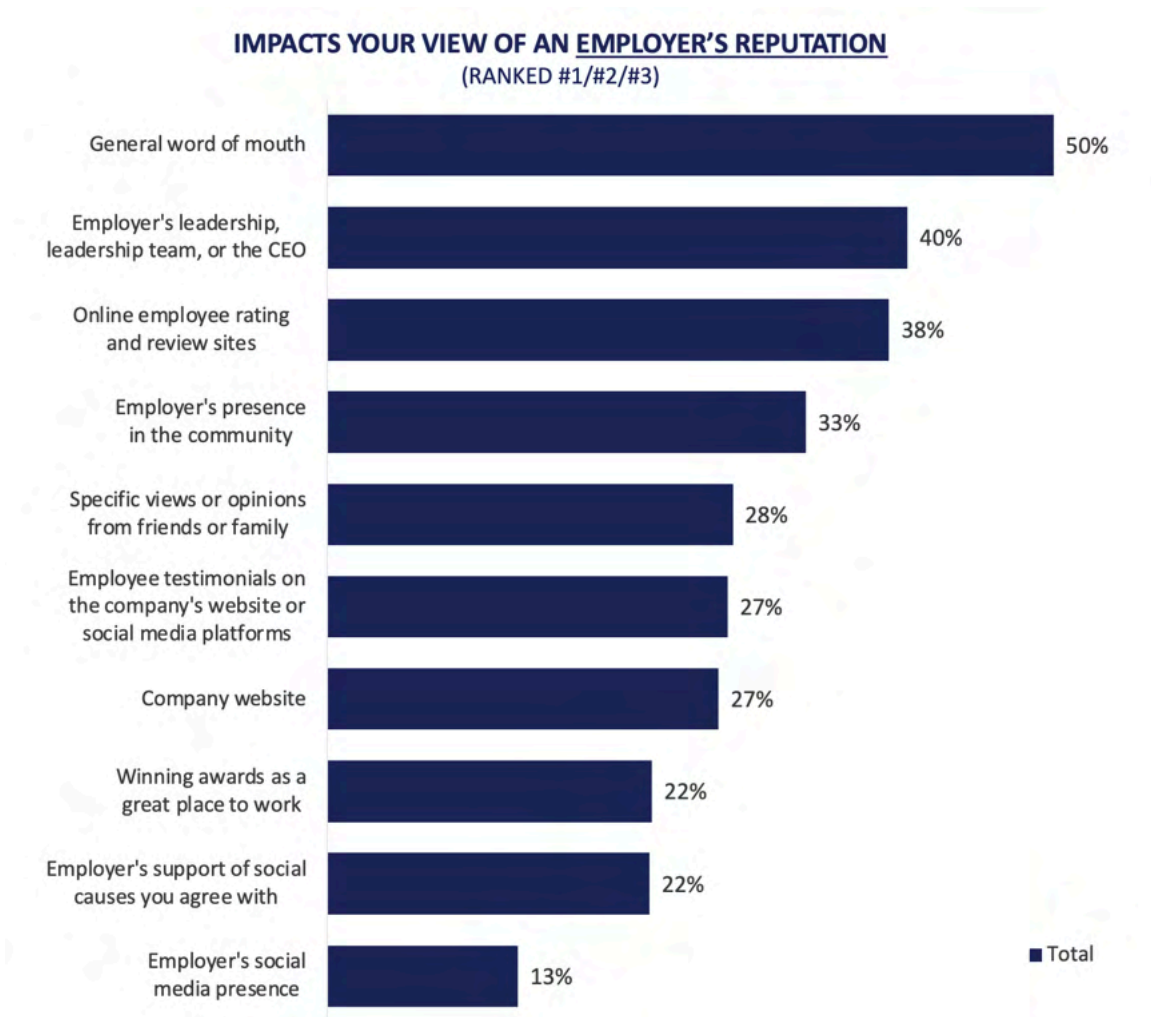
Ford Saeks, founder of the Accelerated Growth System™, hall of fame keynote speaker, and research-based thought leader. Get more insights at [ProfitRichResults.com](https://ProfitRichResults.com)

Our Total Score \_\_\_\_\_  
(Out of 120)

# Don't Undervalue Your Reputation



More than anything else, general word of mouth impacts Americans' view of an employer's reputation.



**In today's job market, employer reputation is more important than ever.** According to a recent study, more than anything else, general word of mouth impacts Americans' view of an employer's reputation.

This is why employer branding and reputation management is so important; if you can create a positive experience for your employees, they will be more likely to recommend you to their friends and family. **Want potential hires knocking at your door? Use your reputation into your most effective recruiting tool.**



# Show Me the Money?



In today's market, starting salary and employee benefits are what Americans look for most when deciding to apply for or accept a new job.



**Women** are significantly more likely than men to look for **employee benefits offered and remote work**.

**Men** are significantly more likely than women to look for **opportunities for career advancement or getting promoted**.

## SALARY AND BENEFITS ARE PRIMARY MOTIVATORS TODAY



**46%**

report that benefits are the most important factor in applying/accepting a new job.

**57%**

report that starting salary is the most important factor in applying/accepting a new job.

## AN ALTERNATIVE TO PAY INCREASES

It is important to note that there are significant differences in perspective between the generations. Employers may want to keep in mind that flexibility and freedom make a fair trade for lower pay in today's economy for this demographic. Employers who navigate these issues will be more successful in attracting and retaining talent in these coming years.

**These findings suggest that employers need to reevaluate their employment strategies in order to attract and retain top talent.** In today's competitive business environment, offering a competitive salary and benefits package is essential.



# 3 Employee Retainment Tactics

## Visible and Invisible Costs

Employee turnover is a costly problem for many businesses today. Not only are there the direct costs associated with recruiting and training new employees, but there can also be indirect costs, such as lost productivity and decreased morale.

The tactics below will give you the edge to overcome this critical challenge.

**1 Give employees the opportunity to grow and learn.** All employees want to feel like they are valuable members of the team, and one way to accomplish this is by providing opportunities to grow, learn, and become more valuable to their team. This could mean offering training and development programs, sending employees to seminars and conferences, or simply giving them the chance to work on new and interesting projects.

**2 Let employees know their efforts are appreciated. Be specific.** Employees want to feel appreciated, and one of the best ways to show them that you appreciate their efforts is simply by telling them. Thank your employees regularly for their hard work, and be specific about what you appreciate. For example, you might say “Thank you for staying late to help us finish this project,” or “Thank you for taking on that extra assignment,” etc.

**3 Reassess benefits packages.** It’s no secret that good benefits are a key factor in attracting and retaining employees. Employees want to know that they will be taken care of if something happens, both medically and financially.

That’s why it’s important to align your benefits with the expectations that quality talent is looking for.





**Ford Saeks**, founder of the Accelerated Growth System™, hall of fame keynote speaker, and research-based thought leader. Get more insights at [ProfitRichResults.com](https://ProfitRichResults.com)



# Training is a Recruitment Tool



Prospective employees are looking to advance their careers now more than ever. Highlight training at your organization to attract top talent.



**81%**

of employees prefer on-the-job training.

**77%**

of employees prefer to learn new skills for advancement, certificates, or promotions.

## TRAINING IS A RECRUITMENT TOOL

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**Today training is a part of a strong employment strategy.** On-the-job training and any training that leads to advancement are highly valued by employees.

Our study found that 81% of respondents preferred on-the-job training after accepting a new job, while 77% said they would prefer to learn new skills for advancement, certificates, or promotions.

These figures clearly suggest that many employees are eager for opportunities to improve their skills and advance their careers. Employers who offer on-the-job training and other development opportunities are likely to attract top talent.

# The Digital Footprint **Pitfall**



Are you making favorable first impressions? Your digital footprint includes your website, Google reviews, job postings, and social media profiles.

80%

of respondents believe that a potential employer's digital footprint is important when they decided where to work.

## WEBSITES AREN'T JUST FOR CUSTOMERS

When it comes to choosing a new employer, digital footprint is important to most candidates. Our study shows that 65% of respondents said that a company's digital footprint (website, social media, news, reviews, etc.) influences where they apply.

## WHO'S MONITORING YOUR ONLINE REPUTATION?

Social media and sites like Indeed.com and Glassdoor.com have made it possible for employees to share their experiences about employers, giving job seekers an insider look at what it may really be like to work for a particular company. **When was the last time you "mystery shopped" your company from a potential candidate's perspective? How do you rate?**



## ATTRACT PEOPLE WHO CARE

A strong online presence can give candidates a better sense of an employer's culture and values, as well as provide insights into the company's products or services. Prospective hires who take the time to carefully research your organization are more likely to care about their job, so it is critical to attract them before they even apply.

# How to Attract Top Talent Online

**A company's website is often the first point of contact between an organization and potential employees.**

**As a result, it is important to make sure that your website is designed in a way that will continually attract top talent.**

There are many ways you can improve your website for hiring purposes. Here are a few tips you can use today to get started.

**1. Highlight your company culture.** Potential candidates want to know what it's like to work at your company. Include information about your team, workplace, and values.

**2. Make it easy to apply.** The application process should be simple and straightforward. Put yourself in an applicant's shoes and find any unnecessary hurdles in the online application process.

**3. Create a winning brand.** Potential candidates want to be on a winning team, and your brand communicates your position in the marketplace.

**4. Create up-to-date digital content.**

Outdated information can give the impression that your company may not be an engaging organization. Regularly updated content is a sign of life and dynamism that can give your organization an edge when hiring.





# Digital Footprint **Action List**

As an owner or business leader, you know that it's important to have a strong online presence to grow your organization, but it also needs to be optimized to attract prospective candidates. This includes your website, social media profiles, Google reviews, and business directory listings.

Here are a few of the best practices that will help take your digital footprint to the next level and attract top talent.

- Visit your website through the eyes of a candidate
- Include video testimonials of employees
- Monitor employer review sites for false reviews
- Make it easy to apply on mobile devices
- Use images to depict company culture
- Active social media presence on LinkedIn and others
- Optimize your company profiles on all platforms
- Create a FAQ page for new prospective hires
- Outline perks and benefits on your website or careers page
- Articulate the value of your brand to prospective hires
- Post examples of social events or company outings

**Get Your Digital Marketing Critique at [PrimeConcepts.com](https://PrimeConcepts.com)**

# FIRED UP IS NICE, FUELED UP IS BETTER



Elevate **PERFORMANCE**  
Accelerate **GROWTH**  
Generate **PROFITS**

Watch Trailer



**FORD SAEKS**  
BUSINESS GROWTH ACCELERATOR



# BRIDGE THE GAP, GROW YOUR BUSINESS.

**Think about this...** No matter where you're at now, there is someplace you want to go with the growth and success of your business. In every situation, there is a gap and people feel that gap is truly unique to them.

## Organizations are dealing with...

- 🕒 Increased Competition
- 🕒 Struggling to Retain Top Talent
- 🕒 Disruption From Many Directions

Ford has worked with top brands throughout the world, small and large, from start-ups to billion-dollar brands, helping them produce higher levels of personal and professional success.

**THE GAP ALWAYS COMES  
DOWN TO ONE OR MORE  
OF THESE THREE AREAS:**



**Mindset**



**Strategy**



**Tactics**

Once you are clear on the gap and put the right mindset, strategies, and tactics into place, the results are extraordinary. **The Accelerated Growth System™** uncovers the path and the processes to drive exponential growth year after year.

## FORD'S MOST REQUESTED PRESENTATIONS:

### Business Growth Acceleration

Maximize Your Findability, Accountability, and Profitability



### Remarkable Customer Engagement

Creating a Customer-Centric Culture That Drives Repeat & Referral Sales



### Winning Workplace Strategies

How To Find, Engage, & Retain Top Talent



### Superpower Success

Unleash Your Inner Superhero To Bust Through Barriers & Ignite High Performance



### Innovative Marketing Mastery

Leveraging Your Brand To Build Relationships & Skyrocket Your Sales



### Your Digital Footprint Needs New Shoes

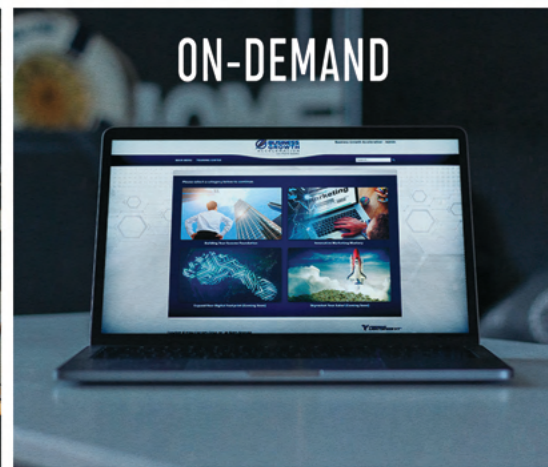
Driving Traffic and Building Your Online Reputation to Grow Your Business







# MOVE FORWARD... **FASTER**



## 4 Reasons Why Brands Love Working with Ford

1. Ford knows how important it is to anticipate future trends, adapt to changing buyer behaviors and help others seize opportunities.
2. His presentations are high-energy, topical, and engaging. They're perfect for participants in different roles and levels of experiences.
3. Your audience members will gain fresh insights, equipped with actionable takeaways that are in alignment with your event outcomes.
4. As the opening keynote speaker, he will kick off your conference with a bang. As the closing keynote speaker, he will ensure your attendees leave with a prioritized massive action plan.

## About Ford Saeaks

Business Growth Accelerator

- ✓ Hall of Fame Keynote Speaker
- ✓ Business Consultant
- ✓ Successful Entrepreneur
- ✓ Research-Based Thought Leader
- ✓ Author of 5 business books
- ✓ 1,500+ Keynotes Delivered Globally
- ✓ Founder of 3 Multi-Million Dollar Companies
- ✓ Inventor & Multiple Patent Holder
- ✓ Avid Gravel Cyclist

Just a few of the many brands that trust Ford to help accelerate their results





# YOUR GUIDE TO GROWTH

Meeting planners love Ford Saeks because he exceeds expectations with customized presentations that are on-target, on-theme, and value-added.



"If we stopped our event today on day one, we've already got a wealth of knowledge and content we can take home and apply, and it's been a success already."

— Ben Lively, Sales Coach, U.S. Lawns

"Our franchisees valued Ford's **great content and dynamic delivery style**—he did his homework and really understood our brand and our franchisee's challenges."

— Bridget Sypolt, Director of Meetings, Gold's Gym International



"Ford Saeks was our guest speaker at a recent Area Developer Retreat and **our attendees absolutely LOVED him!** His material was 'spot-on' for what we wanted delivered and his actionable **take-aways truly resonated with our team.**"

— Karen Halman, Director of Training, Liberty Tax

"We booked Ford for our national convention and hoped he'd live up to all the hype we'd heard. He **EXCEEDED the hype.** His keynote knocked it out-of-the-park and his break-out session was full to overflowing—not only with attendees, but with usable, salient, practical ideas for our members' businesses."

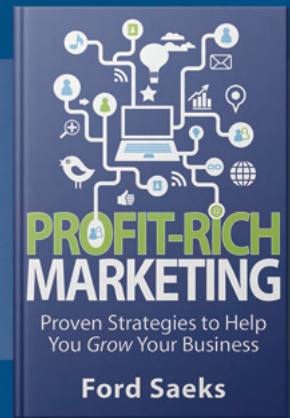
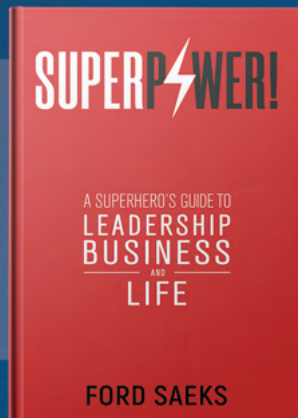
— Cynthia Hereth, Meeting Planner, Restoration Industry Association (RIA)



"Ford put much effort into understanding our company and developing a program that would successfully meet our objectives. His **attention to detail and extensive preparation were impressive,** and we look forward to inviting him back in the future."

— S. Erker, Bank of America

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AUTHOR ON  
BUSINESS  
GROWTH**



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# CLOSING THOUGHTS

FROM FORD SAEKS

## I HOPE YOU ENJOYED THIS REPORT



As a lifelong business owner I have read countless tips, tricks, and opinions on how to grow businesses. What I've found is that the best business advice is based on solid data, which is why we conducted and summarized our reach data into this special report.

But data alone isn't enough to create meaningful growth. If you'd like to explore options for onsite training, assessments or keynote presentations to help address your top challenges, let's jump on a call to discuss your specific needs.

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### + INVITE FORD TO SPEAK AT YOUR NEXT EVENT

Ready to challenge your team to reach new levels of performance? Master the strategies needed to get the results you know your team can achieve. Go to [ProfitRichResults.com](#) to watch Ford in action.

### + BOOK A BUSINESS ACCELERATOR CALL

Connect with Ford on a free discovery call to get your questions answered at [www.15withFord.com](#).

### + ON-SITE TRAINING

Do you need to reignite your mission at your business? Get personal training with Ford to make it happen.

## LET'S GROW!

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