



4 Strategies to Increase Employee Retention



Strong employee retention is critical to long-term company success. With labor shortages, high burnout levels, and layoffs affecting many industries, ensuring employee loyalty and mental well-being is more important than ever.

Workplace stress and burnout hit an all-time high in 2022, according to Gallup.





Improving retention comes down to offering the right support.

Employees today don't just want competitive compensation—they also crave flexibility, professional development opportunities, and practical tools for bolstering their well-being.

4 ways to raise retention rates

1

Reevaluate compensation

3

Make employee well-being and work-life balance priorities

2

Expand professional development opportunities

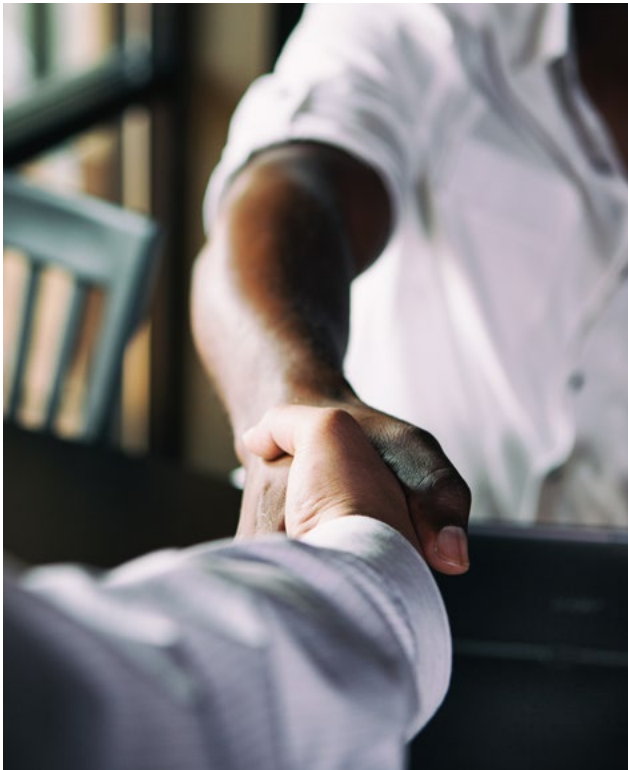
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Rethink your organization's culture in the new world of work

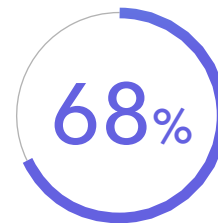


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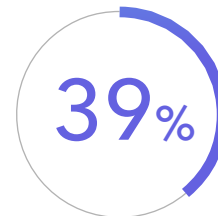
Reevaluate compensation



With inflation, financial stress is increasingly impacting employee mental well-being. Have you reevaluated compensation levels of your workforce to ensure that you're keeping up with inflation? In industries with labor shortages, a competitive compensation package could make a difference.



68% of employees said a higher salary could incentivize them to stay at their jobs.³



39% said their financial situation negatively impacts their mental health.⁴

³ [Top Findings from Lattice's Career Progression Survey](#), Lattice, 2021. ⁴ Mental health and workplace survey, Calm, 2021.

Strategies for reevaluating compensation



Check industry standards: Make sure your company's compensation plans are on par with your industry, competitors, inflation, and the cost of living where your employees are located.



Adjust for equity: Hire a financial expert to review your compensation plan for equity and inclusivity. An expert can help determine whether there are pay gaps within your company and, if so give you tips for addressing them.



Consider creative improvements: Work with your company's accounting team to brainstorm realistic options for revamping your compensation. You could bump up employees' base salaries, give bonuses for meeting certain sales targets, or expand benefits.

2

Expand professional development opportunities

When employees don't have enough professional development support at work, they may end up feeling stagnant and unmotivated. Give employees opportunities to advance their careers and expand their skills to keep them engaged and excited.



of employees leave jobs for career development reasons.⁵

⁵ [2020 Retention Report](#), Work Institute, 2020.



Strategies for expanding professional development opportunities:



Clarify career progression tracks: Be transparent about your company's promotion opportunities, salary increases, and various paths to leadership—as well as what employees need to do to move up.



Encourage learning: Consider providing an app-based learning platform for developing new skills, or offering employees quarterly or annual stipends for learning activities related to their roles. They may want to take a course, sign up for a conference, or work toward a degree.



Train employees: Comprehensive internal training programs don't just help employees gain confidence and competence in their current roles, they also give them the chance to develop new skills.



Set goals: Work with employees to set goals that challenge them to grow on the job. Then set aside time to regularly evaluate their progress.

3

Make employee well-being and work-life balance priorities

Focusing on employees' overall well-being through better work-life balance can help reduce stress and prevent burnout, in turn making employees happier and healthier. When employees are less anxious, sleeping better, and experiencing less stress, they're more able to thrive right where they are.

Work-life balance

is the #1 reason employees stay at their jobs.⁶

⁶ [2021 Engagement and Retention Report](#), Achievers Workforce Institute, 2021.



Strategies for making employee well-being and work-life balance priorities:



Modify employee workloads: Twenty-six percent of employees are the most stressed when they have a huge amount of work.⁷ If your employees are regularly overwhelmed, try redistributing assignments, adjusting shifts, or outsourcing tasks.



Provide benefits beyond healthcare: A benefits package is the number three driver of overall well-being for employees.⁸ Consider offering preventive tools to help support your employees' mental well-being. For example, mental health tools like Calm can help employees address stress, burnout, anxiousness, and sleep issues.



Survey employees: Find out where your employees are struggling. They might be overwhelmed with their workload, for example, or exhausted from commuting.



⁷ Mental health and workplace survey, Calm, 2021.

⁸ [Navigating Together: Supporting Employee Well-Being in Uncertain Times](#), U.S. Employee Benefits Trends Study 2020, MetLife, 2020.



4

Rethink your organization's culture in the new world of work

In the remote/hybrid world of work post-pandemic, new mental health challenges have emerged. You'll need to rethink your workplace culture to ensure you engage and retain your workforce.

Approximately half of U.S. adults report being lonely, with some of the highest rates among young adults.⁹

⁹ [Our Epidemic of Loneliness and Isolation](#), U.S. Surgeon General, 2023

Strategies for supporting the new remote/hybrid workforce:



Offer work-from-home stipends: For employees who are fully remote, offer work-from-home stipends so they can buy office equipment to create a more ergonomic setting or go to a co-working space if they need to.



Consider a hybrid work model: Our *2023 Workplace Mental Health Trends Report* revealed that hybrid workers are the most happy and least stressed.¹¹ In fact, fifty-two percent of workers are interested in a hybrid work model (with some days on-site and some at home).¹⁰ Giving employees the option to work from home as well as go into the office a few days a week can help improve morale and productivity.



Develop caring managers: As part of your mental well-being strategy, train your managers to be caring and lead with empathy. For example, Calm Workshops' Mindful Manager program can help train managers to be more self-aware, regulate their emotions, and create less-stressful work environments.



Integrate mental health breaks into the workday: Seventy-eight percent of employees said that if their company encouraged them to take mental health breaks, they would make the time.¹² Invite employees to take time throughout the work day to meditate, stretch, or go for a quick walk.

¹⁰ [What employees are saying about the future of remote work](#), McKinsey, April 1, 2021.

¹¹ 2023 Workplace Mental Health Trends Report, Calm, 2021.

¹² Mental health and workplace survey, Calm, 2021.

Partner with Calm Business to implement a preventive approach to mental health

With the evolving new world of work, rising healthcare costs, and economic uncertainty, adopting a preventive approach to mental health can help employers reduce high downstream mental health costs while driving workforce innovation, productivity, and retention. More than 3,000 organizations currently partner with Calm Business to provide a mental health solution as part of a proactive, preventive approach.

80% Engagement rate among sign-ups

25% Reduction in depressive symptoms

TIME 100 most influential companies 2022

Calm Business's mental health solution provides a preventive approach to addressing your employees' stress, anxiousness, and sleep—helping to improve employee health, happiness, and productivity.

[Request Demo →](#)



Ready to build a happier, healthier, and productive workplace?

Let's take that first step, together.

Calm Business is an enterprise-level solution that brings mental health and wellness front and center for global organizations everywhere. We believe that the future of work is mental health and that leaders will drive productivity and improve retention in the workplace by making employee mental health and wellness a priority. In addition, the preventive nature of Calm gets more people the mental health support they need when they need it, leading to lower overall healthcare costs. As the #1 App for Sleep, Meditation, and Relaxation™, we bring engaging meditations, masterclasses, sleep stories, and more to help employees reduce their stress and anxiousness levels and be more productive and happy at work. In addition, Calm Business offers organization-level analytics, insights and reporting, dedicated customer service, support for dependents, engagement strategies, and tailored workshops.

Partner with us and drive the mental health conversation forward.

Learn more at business.calm.com.

Join 3000+ organizations around the world that trust Calm for their mental wellness needs

