

The Manager's Guide to
**Retaining, Hiring &
Steering Clear of
Pitfalls**

6 Mistakes to Avoid When the Outlook Is Hazy





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Uncertain
Complex
Complicated



Reasons for uncertainty

- Inflation
- Possible recession
- Additional interest rate hikes
- Supply chain issues
- Labor market pressures
- Skill gaps
- ???



Unclear prioritiesLeadership changesHiring and salary limitations

Uncertain times present both **challenges and opportunities** to:



Motivate teams



Move forward



Pass competitors

MISTAKE NO. 1

Letting uncertainty get in the way of progress

DO THIS INSTEAD:

Promote a resilient, forward-thinking mindset.



How to build a resilient, forward-thinking team

- Emphasize the positive.
- Demonstrate expected behaviors.
- Lead with empathy.
- Encourage and praise.



How to build a resilient, forward-thinking team

- Boost your team's repertoire.
- Communicate regularly about challenges.
- Keep building your team.
- Go easy on yourself.



MISTAKE NO. 2

Rushing to cut costs

DO THIS INSTEAD:

Maintain a long-range talent strategy.

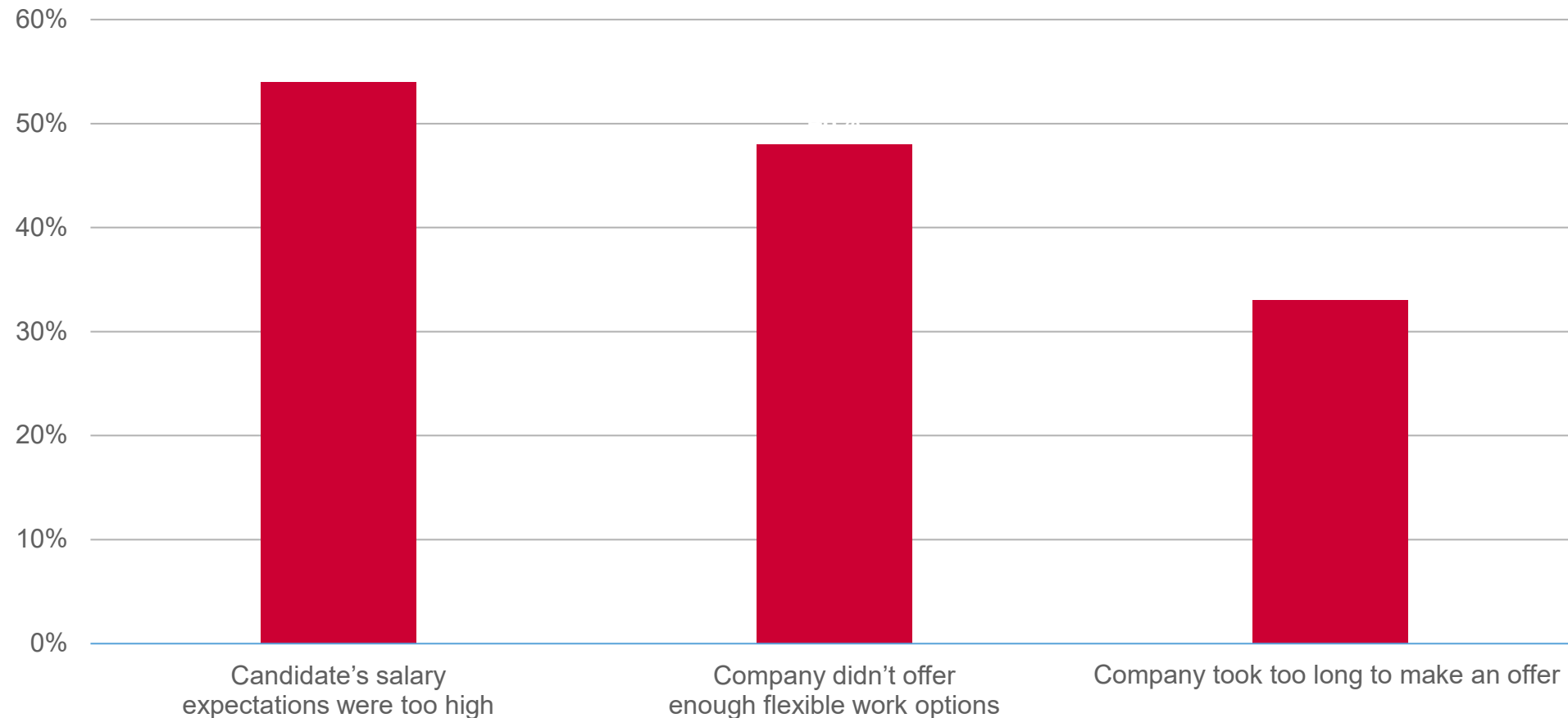


Maintaining a long-range talent strategy: **Hiring**

- Remain on the lookout for fresh talent.
- Stay in contact with your network
- Identify skill gaps.



Top Candidates Are Slipping Away

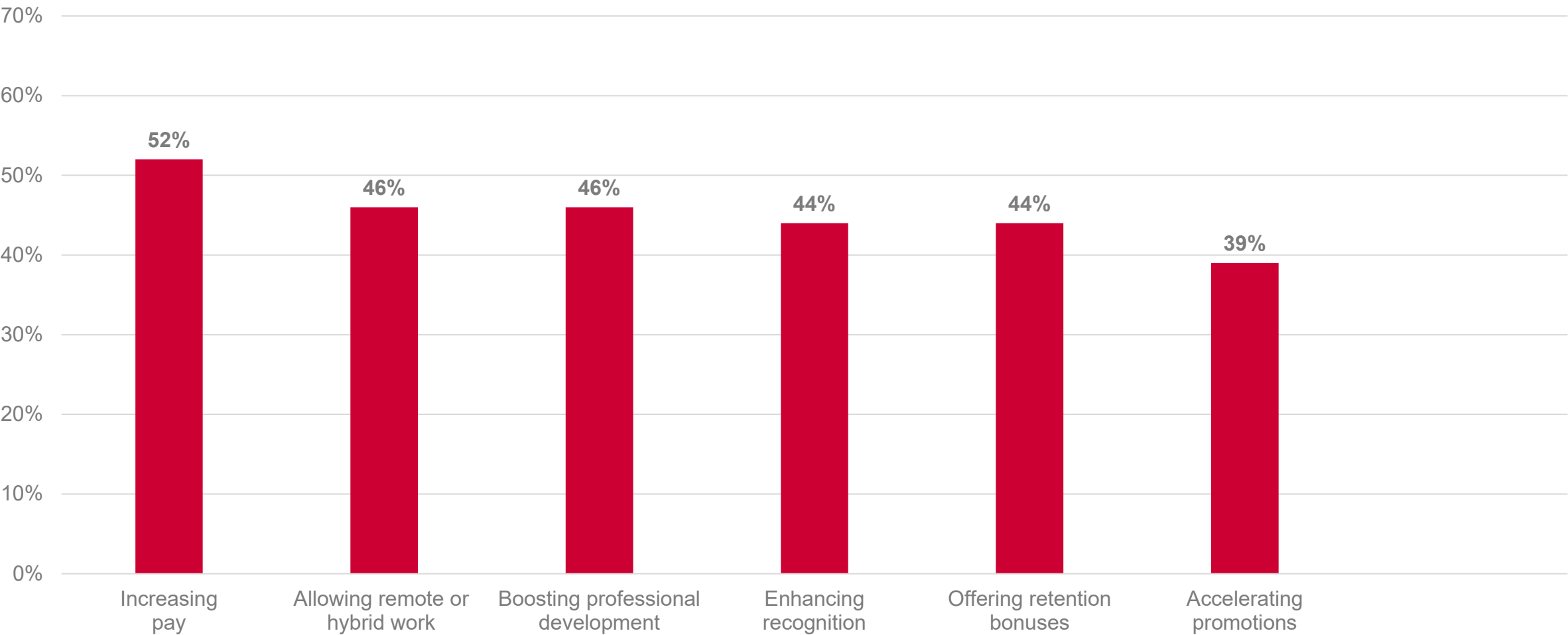


Maintaining a long-range talent strategy: **Retention**

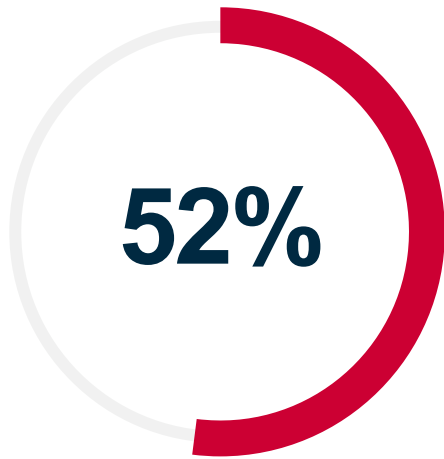
- Avoid freezing promotions or reducing benefits.
- Correct pay discrepancies.
- Promote non-monetary perks.
- Give workers a challenge.



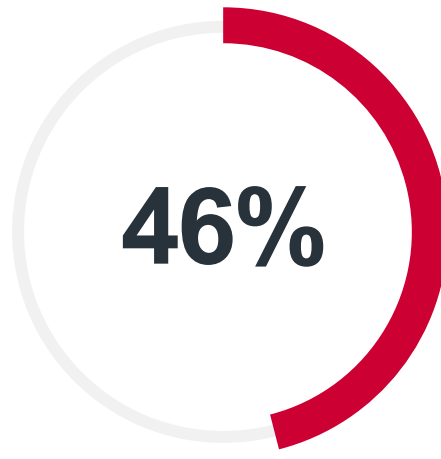
Retention Strategies



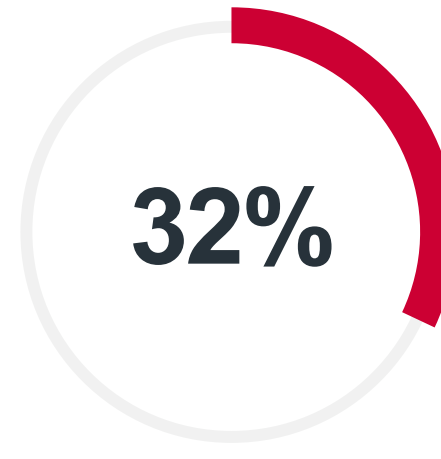
What Workers Want Most



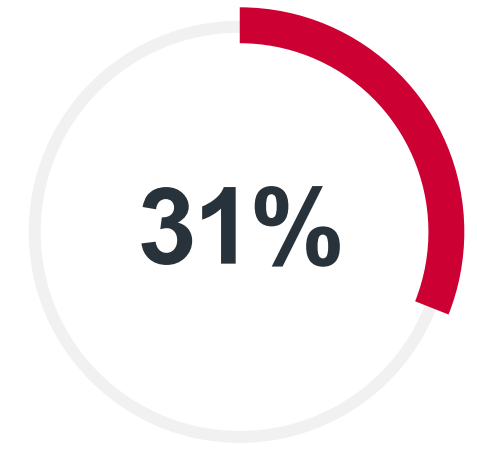
A higher salary



Better benefits
and perks



A more senior
job title



More flexibility

MISTAKE NO. 3

Letting heavy workloads
push people beyond
their limits

DO THIS INSTEAD:

Understand and address
the pressures your staff
is experiencing.



How to address burnout

- Re-prioritize projects.
- Offer more flexibility.



How to address burnout

- Re-prioritize projects.
- Offer more flexibility.
- Prioritize wellness and mental health.
- Bring in extra support.



MISTAKE NO. 4

Micromanaging employees

DO THIS INSTEAD:

Empower employees with autonomy and responsibility.



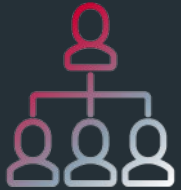
KEY LEARNINGS

How to empower your team

- Encourage them to go further
- Give adequate guidance.
- Solicit feedback.



A Self-Assessment



Would I like to work for myself?



Do I have work-hoarding habits?



Can I reduce meetings?

MISTAKE NO. 5

Scaling down training and professional development

DO THIS INSTEAD:

View challenges as opportunities for learning.



How to foster a culture of continuous learning

- Conduct a professional development audit.
- Promote webinars, workshops and online courses.



How to foster a culture of continuous learning

- Conduct a professional development audit.
- Promote webinars, workshops and online courses.
- Help employees stay current on industry trends.
- Share the learning.
- Celebrate achievements.



41%

of workers in the U.S.

27%

of workers in Canada

believe AI will have a **positive impact** on their career.

14%

of workers in the U.S.

17%

of workers in Canada

worry about becoming **redundant**.

MISTAKE NO.6

Withholding information

DO THIS INSTEAD:

Keep employees informed.



Ways to communicate better with employees

- Explain the why.
- Listen, then act.



Ways to communicate better with employees

- Explain the why.
- Listen, then act.
- Diversify your methods.
- Tap workplace influencers.
- Consult your internal network.



UNCERTAIN TIMES EQUALS

a time for
managers to shine



Q&A

