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How can a business attract and retain employees in the decade ahead?

As we are aware, business styles and formats must evolve with the specialist working employees, and the reasons why people need to work are no longer solely for a salary, so in order to bid for specialist employees, employers must abandon the old style, 9 to 5 concept of employment and be creative in order to attract the next generation of workers who will give their company a competitive edge.

Employers must plan for the next decade and the long term.

Putting hybrid work first

According to [cbi.org.uk](https://www.cbi.org.uk) Employers should not underestimate the value of offering hybrid working arrangements to prospective employees.

Employers who do not provide hybrid options risk losing employees. Professionals intend to look for a position that allows for more hybrid work.

Employers will benefit from considering which roles can be performed remotely. Remote work not only provides employers with access to a larger talent pool, but it also provides opportunities for those who may have accessibility issues.

Professionals with caring responsibilities can also benefit from remote or hybrid opportunities. Jobs requiring long commutes, for example, may have previously been unavailable or difficult to balance work and family life.

While salary is important, employees are drawn to jobs that offer a better work-life balance and more purpose. People are becoming more motivated to work for organisations that place a premium on social responsibility, doing good, and having a sense of purpose. There is a clear shift away from traditional motivators like pay and benefits. Prospective candidates value opportunities such as offering volunteer days, supporting charitable organisations, and having a clear sustainability strategy.

They also need to speak with their employees to find out what exactly motivates them and try their best to offer flexibility such as unusual working hours and different ways to put in the working hours so that employees have a better way to manage the work-life balance.

Employers should also consider making mental health and well-being a priority, as more people are now taking an interest in their personal health. So offering them opportunities like gym equipment and facilities at work might lead to more productivity.

Consider providing employees with training and opportunities for professional development. People are no longer content with doing the same boring jobs with no hope of advancement. For example, if no one dies, there will never be a chance for someone else to fill that position.

They should also respect their employees and show appreciation as often as possible because we all need some form of feedback to feed our egos. If employers take the time to actually listen to some of their staff instead of the roles criteria, for example, I am your boss, do this and that mentality, this motivates and encourages them to try to find solutions to make work tasks simpler.

In conclusion,

To maintain a creative and competitive working environment, employers must abandon the boxed concept of what office work/job roles within a building should be like and focus on what they want to achieve and the best way to motivate their employees to do it.