



YOU VS. THE GREAT RESIGNATION

YOUR 5-PART PLAN TO HIRING
AND KEEPING GREAT TALENT



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MAKE TECH SOUND SIMPLE.

IF WE'VE HEARD IT ONCE, WE'VE HEARD IT A THOUSAND TIMES: IT'S THE TIME OF THE GREAT RESIGNATION.

As employers, we all know what we're up against: people are resigning from their jobs in droves. The COVID-19 pandemic has shown people that there's no better time than now to make that jump they've always wanted. To quit their job and chase their side hustle. People are taking advantage of remote work policies and finally finding that extra umph they need to chase that crazy dream of theirs.

It's no secret...The statistics, the theorizing, and the zillions of people commenting on why everyone's quitting their jobs is getting a little...tiring.

Everyone's talking about it. But there aren't many people talking about what to do to solve it.

At Decoded Strategies, we are well aware of what employers are facing. They're desperate to hire and keep talent. But we're not here to add to the number of theories about why people are quitting. We're here to help you solve the issue. We're here to help answer the questions we know you're asking yourself about what you can do to stop it.

- How can we prevent top talent from leaving?
- What can we do differently that will keep our employees motivated, engaged and bought-in to the work they're doing for our companies?
- How can we help our employees avoid burnout or more -- empower them to create the career they really love within our organization?
- How do we make sure we don't fall behind and get beat on talent by other organizations?

According to the United States Department of Labor, 2.7% of the US workforce quit in April 2021, the highest ever recorded. And the stats aren't getting better. Over the last few months, employees are continuing to leave their jobs at astronomically high rates.[1]





FIRST AND FOREMOST, YOU HAVE TO TAKE CARE OF YOUR EMPLOYEES

Competitive compensation, resources that allow employees to do their best work, benefits that help their families maintain a healthy work-life balance -- these things are non-negotiable. Many employers make a mistake by thinking that adding bells and whistles to their employee benefits will help them keep top talent. Sadly though, office happy hours, fitness memberships, and kombucha on draft aren't going to make your employees stick around.

Putting meaning into an employee's workday is what will make them stay.

How do you do that? By inviting your employees into an irresistible story they can't imagine not being part of. When an employee can understand clearly the role they play in the overall narrative of your company, they'll find purpose in their work. They'll develop a newfound sense of passion for what they do each day and they will contribute to your company at a higher level. What we want you to understand is this: great employee retention begins by inviting employees into a meaningful story, and this Guide will help you do that.



Here's your 5-part Plan to Hiring and Keeping the Best People

1/ Align your core team

2/ Cast a clear vision for your company

3/ Define what you need to do to accomplish that mission

4/ Tell your employees why any of it matters

5/ Put it to use

If you're worried about the health of your workforce, this guide will help. It'll give you insight into employee behavior and will perhaps unveil that some employees are just punching the clock and mindlessly completing tasks. This guide will help you get to the bottom of why your employees might be contemplating quitting. It'll show you what most of your employees want even more than office happy hours and gym memberships. This 5-part plan will help your company keep and attract top talent, and protect your company from the Great Resignation.

IT'S YOU AGAINST THE GREAT RESIGNATION. LET'S GO GET A VICTORY.

PART 1: CAST A CLEAR VISION FOR YOUR COMPANY

CREATE A MISSION STATEMENT THAT'S CLEAR AND REPEATABLE

Let's talk about something everyone loves: their mission statement. Companies spend tons of time and mental energy coming up with what they believe is a beautifully worded statement that captures the essence of their business. They paint it on the wall of their office, brand T-shirts with it, and put it on the back of their business cards. An enormous weight is placed on the value of a mission statement but there's a big, big problem:

**Most mission statements lack the very thing
they're supposed to state:**

A MISSION.

Most mission statements sound more ethereal (and honestly, bizarre) than practical, and most of them are near impossible to recite. They contain a bunch of fancy words that sound inspiring but really don't mean anything at all. Here's a great example of what we're talking about: a mission statement that fails to do the very thing it's supposed to do --

“*By asking the right questions, we help you realize your purpose so that you are valued for your contribution.*”

Let's take a closer look: does this cast a clear picture for success? Is it memorable? Can employees understand their role in accomplishing this mission? No, which means the hundreds of hours and thousands of dollars spent to create it were just wasted.

When your mission statement is vague, it does absolutely nothing to motivate your team to accomplish anything. It's void of a mission which means your employees' work is void of meaning -- and that's what might be driving your people away.

THE FIRST THING YOU HAVE TO DO IF YOU WANT TO KEEP YOUR EMPLOYEES IS TO CREATE A CLEAR MISSION STATEMENT.

Your frontline employees putting in the hours each day deserve to know what they're working towards. It should be clear and simple to understand. If your mission statement is uninspiring or vague, your company will not only lose great people -- it will inadvertently repel the very people you're so desperate to attract.

To build a healthy workforce, everyone has to know that they are on a meaningful mission and that mission needs to be clear. Employees should be excited to complete their tasks each day knowing that their work is contributing to an inspiring mission. The clarity that a compelling mission statement offers your team is what's going to keep them around *and* keep them motivated to do great work.



QUESTIONS TO COMPLETE TO ENSURE YOUR MISSION STATEMENT IS CLEAR:

- Does it succinctly define what it is you will accomplish?
- Is the vision clear?
- Does it define a destination?
- Does the mission statement define what's at stake if you don't reach the mission?
- Does it foreshadow a resolution?
- Can employees metabolize and understand what it is they're working toward?

PART 2: ALIGN YOUR CORE TEAM

ENSURE YOUR LEADERS ARE UNIFIED AROUND THE MISSION STATEMENT.

Now that you know a clear mission statement is the first key to keeping great talent, it's time to ask the second most important question: is your core team on the same page about the mission of your organization?

If you're like most companies we work with, the answer is no. And that's a problem. When your core team isn't aligned and bought-in around one meaningful mission, it creates confusion among your leaders. When your leaders are confused, your employees are confused about what goal or vision they're working toward. They wander aimlessly through their workday yet are desperate to know what their work actually means. It might seem heady, but here's the truth: a lack of alignment could be costing you a great deal.

Before you share the mission and vision of your organization with your employees, you must make sure your core team is united around that mission and vision. Think about what your leadership team considers as your mission or vision statement and ask yourself if all of your answers to these questions are the same:

What problem are you solving for your customers?

How are you helping your customers live a better life?

What good will happen in the world once you solve this problem for thousands of your customers?

How are you making the world a better place?



AS A LEADERSHIP TEAM, IT'S YOUR JOB TO TAKE TIME AND THOUGHTFULLY ANSWER THESE QUESTIONS -- FOR YOURSELVES AND FOR YOUR EMPLOYEES.

Your employees are looking to you to remind them of where your company is going. If everyone on your core team has a different answer to these questions, employees are puzzled and feel left in the dark. In this time of the Great Resignation, you simply can't afford that.

You've built a great company that serves customers well -- unify your core team around that mission so employees stay with you and new hires want to work for you. When you align your core team around a clear mission, then distribute that mission to your entire team, you'll have done much of the work in fixing your hiring and retention issues.



QUESTIONS TO COMPLETE TO MAKE SURE YOUR CORE TEAM IS ALIGNED:

- What's the main problem we solve for our customers?
- How do we make our customers' lives better?
- How do we help our customers become a better version of themselves?
- How will our company help to make the world a better place?
- Can your core team repeat the mission statement?

PART 3: DEFINE WHAT YOU NEED TO DO TO ACCOMPLISH YOUR MISSION

DETERMINE WHAT ACTIONS EACH PERSON CAN DO TO CONTRIBUTE TO THE MISSION.

Once you and your core leadership team are certain your mission statement actually depicts your mission, you must be clear with employees what it is they need to do to accomplish that mission. If employees aren't clear about what they need to be doing in order to move the business towards the vision, they burn out. They start to feel like cogs in a wheel and it creates a void of meaning in their work and they become numb to the business as a whole.

Your people need simple, repeatable actions they can take in order to change the culture so that it accomplishes your mission. You need to provide them with tangible steps they know will help move the organization more towards its mission. In addition to completing their priorities as a department, they need to know what they can do each day to contribute to the story of the company.

What should these critical actions be? Well, it of course depends on your mission and vision, but here are some general guidelines for creating critical actions that will help engage your team:

- Ensure critical actions contribute to the mission.
- They should symbolize a “way of life” -- if repeated over time, these critical actions should create new habits in your employees
- They must be repeatable. Something like ‘host an annual fundraising event’ isn't going to become habitual, learned behavior. Something like ‘have a stand-up meeting each morning for 10 minutes’ will.



WHEN YOU DEFINE CRITICAL ACTIONS FOR YOUR ORGANIZATION, YOUR EMPLOYEES WILL BE FULFILLED KNOWING THAT EACH DAY, THEY'RE DOING SOMETHING TO CONTRIBUTE TO THE OVERALL MISSION OF YOUR ORGANIZATION.



QUESTIONS TO COMPLETE THAT ENSURE YOUR EMPLOYEES KNOW WHICH CRITICAL ACTIONS WILL ACHIEVE THE MISSION:

- Once again, is your mission clear and tangible?
- On any given day, do your employees know what they can do to move the business forward?
- Are your employees confident that their work matters and is meaningful to the company mission and vision?



PART 4: TELL YOUR EMPLOYEES WHY ANY OF IT MATTERS

GIVE YOUR TEAM THE “BECAUSE” BEHIND YOUR MISSION STATEMENT.

A great mission statement and clear critical actions are important pieces to creating a meaningful story for your employees. But none of it really matters if you don't tell your team why.

A lot of leaders overlook this critical piece of their organization's story because they assume their employees already know the answer. Here's the thing, though: THEY DON'T. Unless you tell them (and tell them again and again) why their work matters, they'll lose sight of the bigger picture. And then slip back into mindless, meaningless work.

That might not sound like there's much at stake but you have to realize this -- when your employees are mindlessly going through the motions, other employees, and even customers, notice. Over time, teams become uninspired, employees leave and customer relationships go south.

The fix isn't higher pay or sleeker benefits -- it's a matter of telling your employees why their work matters.

When you do this, you invite your employees into a meaningful story in which they know their role and how they're contributing.

Your “why” should offer employees a filter for whether or not to spend time or energy on something. If faced with a challenge or conflict, your employees should be able to lean on the “why” of your organization to decide which route to take.

WHEN YOU STATE YOUR “WHY,” WHAT YOU’RE REALLY DOING IS LAYING CLAIM TO WHY YOUR MISSION MATTERS.

You’re offering your employees the “because” behind their day-to-day tasks.

Why analyze the effectiveness of that marketing campaign?

Why send that survey to your customers?

Why put your dev team through another sprint to release that feature update?

Your why statement should be the answer to these questions. You should be able to stand in front of any department within your organization and tell them that they’re doing the work they do because of this -- and this should offer a deep sense of meaning to their work.

Your employees might be clear on the work they do each day and what tasks need to be completed by when. But that’s not enough anymore -- you have to tie those tasks into the overall story of your company or employees won’t understand why their work matters.



QUESTIONS TO COMPLETE TO ENSURE YOU KNOW WHY YOUR MISSION MATTERS:

- Does your ‘why’ define the direction your company is going?
- Does it help determine the actions your team can take?
- Does it act as a filter for how your team makes decisions?
- Does it give your employees the “why” behind their daily work?

PART 5: PUT IT TO USE

**IMPLEMENT THESE NEW TOOLS
TO INCREASE RETENTION AND
MOTIVATE YOUR TEAM.**

Once you come up with the critical components of the story you're inviting your employees into, you then have to put it to use.

At the end of the day, all of this is just words on a whiteboard unless it's activated and adopted by your employees.

These concepts can't just live in an employee handbook that no one ever references. They can't just be in the footer of internal company newsletters. They have to be living and breathing in the everyday operation of your business. How do you do that?

It's hard to carve out time in your own schedule to work on your business. It's typically most effective to have a third-party facilitator walk your team through this process to ensure alignment and adoption of these new tools.

At Decoded Strategies, we specialize in helping enterprise organizations create a meaningful story for their employees. During our work with clients, we make sure the entire team is bought-in each step of the way so that by the end, employees feel motivated and connected to the mission of the business.





Here are a few tips to get you started:

1/ Send out an anonymous company survey so you can get a pulse on how your employees are feeling. Include questions that help you understand whether or not they're clear on your company mission, your why, and if they see themselves as part of a meaningful story.

2/ Host a company-wide lunch in which you address any issues the survey revealed. Ensure your employees that you and your leadership team are developing a new mission statement that will add enormous meaning to their work.

3/ Reveal the company mission statement and employee story at a fun, laid-back meeting as a way to kick off this new era of your business and gather initial thoughts and feedback.

4/ Have your managers start their department meetings by repeating the employee story so that employees start to memorize it.

5/ Conduct bi-annual surveys to make sure the leadership team has insight into what employees are struggling with, what they need, etc.



KEEPING AND HIRING GREAT TALENT DOESN'T HAVE TO BE COMPLICATED. WE'RE HERE TO HELP.

If you want our help developing your employee narrative and incorporating it into your organization, schedule a call with us today. We'll help you put these principles in practice so your employees will feel a sense of purpose in their work. They'll begin to understand the part they play in the story of your brand and they will know, each day, how their work is contributing to the meaningful mission of your business.

The issue employers are facing in this Great Resignation isn't that people don't want to work. Nope. Instead, we as a collective humanity have learned that if we want to live a purposeful life, we have to find meaning each and every day. We've learned that if we are living an uninspiring story -- or aren't part of a story at all -- it simply isn't worth it.

We aren't assuming your organization isn't meaningful. In fact, we know it is. We just want you to understand that telling the story of your organization and hoping it inspires employees just doesn't cut it anymore. Inviting your employees into a story they find deeply meaningful will.

When you put these principles into practice, your employees will feel a sense of purpose in their work. They'll understand the part they play in the story of your brand and they will know, each day, how their work is contributing to the meaningful mission of your business.



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At Decoded Strategies we specialize in helping enterprise organizations like McDonald's and Network Partners create meaningful stories that help them hire and retain great talent. When we work with you, you'll see employee retention increase, engagement skyrocket and productivity go through the roof. You'll be shocked at how many candidates line up wanting to work for you and your hiring team will thrive.

If you want our expert help to fix your hiring and retention problems, schedule a call today. We'll do a brief intake then help your team craft that meaningful narrative you so desperately need.

SCHEDULE A CALL

Hiring and keeping great talent doesn't have to be so complex. It doesn't have to be astronomically expensive. You have a great mission and a meaningful organization - all you need to do is effectively communicate that to your team. We're here to help.

Schedule a call, and let's talk.



[1] <https://www.bls.gov/news.release/pdf/jolts.pdf>