



5 STEPS TO GET (AND KEEP) THE ON-DEMAND WORKERS YOU WANT

If you're like most employers, you know that great workers are the key to your business's success. And great workers know finding the right business is the key to their career goals. Because on-demand workers choose their own schedules and your talent needs ebb and flow, retaining your best workers can be difficult.

The right staffing company can bring you the on-demand workers you're looking for.

Then it's up to you to keep those workers engaged and excited as you both work toward your goals.

Here are 5 ways you can attract and keep the on-demand workers you want.





1 SET CLEAR EXPECTATIONS

WHY?

A study from Gallup discovered that **half of all U.S. employees don't know what's expected of them at work.** Imagine how frustrating that is for a dedicated worker who just wants to do a good job but doesn't know what a good job looks like.

Plus, your bottom line is probably suffering if half of your workforce doesn't know what you expect of them on a daily basis.

HOW?

Clarity begins with the job description. A good staffing partner will ask you detailed questions about what you need for this role, so be as honest and thoughtful as possible. They are as invested in finding you the perfect worker as you are. If you're uncertain about some requirements, be up front about it and you can talk it through together.

2 BE CONSISTENT

WHY?

Fifty-three percent of HR professionals say employee engagement rises when onboarding is improved. That makes sense when you realize how disorienting an employee must feel if they come in expecting to hit the ground running, but don't receive any direction or consistent communication once they're hired.

HOW?

Once you have a clear vision for the role and you've found the right candidate, bring that clarity to their experience every single day. Communicate your expectations and check in frequently so they understand what they're doing right and what needs improvement. Having these discussions can help you both reach the same goals.



TECH TOOLS LIKE **JOBSTACK**
ALLOW WORKERS TO COME TO WORK MORE
PREPARED AND CAN HELP YOU BUILD A MORE
CONSISTENT WORKFORCE.



EMPLOYEES WHO FEEL
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3 BUILD RELATIONSHIPS

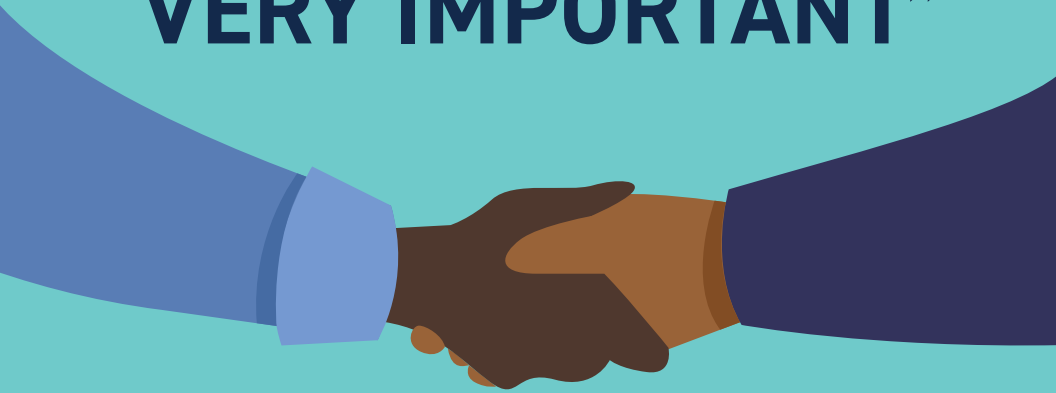
WHY?

As we've seen already, workers want clarity in their role so they know what's expected of them every time they show up to work. They want to feel like they're contributing in their own meaningful way. After all, employees who feel their voice is heard at work are **4.6 times** more likely to feel empowered to perform their best work.

HOW?

Because we take the time to learn about each individual worker and know where they will excel, you can start building that relationship with workers from their first day. Build on that recipe for success by giving your employees the opportunity to share their ideas, give feedback, and ask questions. Not only do you show you care about what they have to say, you might also find an even more effective way to do business.

**72% OF EMPLOYEES
RATED RESPECTFUL TREATMENT OF
ALL EMPLOYEES AT ALL LEVELS AS
“VERY IMPORTANT”**



4 CREATE A CULTURE OF RESPECT

WHY?

Respect might not be tangible, but it's something almost everyone in your organization is looking for. One study found that **72 percent of employees** rated respectful treatment of all employees at all levels as “very important,” making it the top factor in employee satisfaction. Simply put: workers need to know they are not just another name on the payroll.

HOW?

Set a tone of respect as soon as you start communicating with a prospective employee. From a worker's first day on the job, set the precedence for an environment that is respectful, welcoming, and honest. One of the easiest ways to show respect is to say “thank you” for a job well done. You might be surprised how far that can go in earning your team's trust and respect.

5 ALLOW FOR FLEXIBILITY

WHY?

The most common reason for taking gig work is the ability to have flexible hours. If prospective employees are looking for flexibility—and they are—this should be one of your biggest selling points when marketing job opportunities. According to one study, **77 percent of Millennials** say that flexible work hours would make the workplace more productive. Even more telling: 82 percent of employees say they would be more loyal to their employers if they had flexible work options.

HOW?

Find ways to offer flexibility to your employees whenever possible. When employees know that the organization they are working for will be flexible and work with their schedule, they want to come back and work for you.



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