

A smiling woman with long red hair and glasses is holding a bright green mug. She is wearing a black top. The background is a blurred office setting with bookshelves. Overlaid on the image are several text boxes and a logo.

Find your
Synergy

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latest podcasts

How best
to retain
your staff

Avoid
interview
no-shows

A background image showing three people in a meeting. A woman with long brown hair is pointing at a document, while two other people, a woman with long brown hair and a man with short curly hair, look on. The image is overlaid with a teal semi-transparent shape on the left and a dashed white line on the right.

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Hello from Synergy

Welcome to our *Find your Synergy* magazine. This edition shares useful content, in the form of podcasts and articles, to help you get more from your recruitment process. So, grab a brew, put your feet up and take a look!

Here at Synergy, we recruit for commercial office roles, including management and senior management positions. We offer a different approach to recruitment. We understand that recruitment can be a huge weight on your shoulders, trying to find the 'perfect' candidate who has the skills for the job, **and** fits in with your current team and environment.

We take the time to deeply understand your individual objectives and culture, not stopping until you're 100% happy! We are incredibly passionate about getting it right and won't settle for anything other than the perfect fit for both parties.

Listen to the Synergy podcast

Yasmin and Marie are keeping businesses up to speed on their latest thinking on all things recruitment through the Synergy podcast.



Onboarding tips to help improve staff retention



Fancy gaining fresh ideas on how to onboard people in the best way possible? Give our latest podcast a listen!

With more than 40% of staff turnover occurring in the first month of someone starting - a solid onboarding strategy is more important than ever right now.

[Listen to podcast](#)

How to match your business needs with the right manager



Finding the correct management style to suit your business needs is key to achieving your strategic objectives and overcoming challenges.

If you'd like some recommendations on which style might match your business the best, our podcast could well be worth a listen!

[Listen to podcast](#)

Top tips on working with a recruiter



Our directors, Yasmin and Marie chat about how the recruitment market has gone bonkers, mainly because many businesses are recruiting but there just aren't enough candidates to fill the roles.

A lot of companies are having to turn to recruiters, when they may never have used one before. If you're looking to work with a recruiter, then this podcast might be just the one for you!

[Listen to podcast](#)

How to avoid interview no-shows

Picture the scene. After weeks of advertising, you've FINALLY got your candidate shortlist and have confirmed your interviews. You've cleared your diary, lined them up back-to-back, popped on your most charming smile - you're ready to go.

The first interview time comes... and nobody arrives. *Ouch.*

The same with the next. And the next. Suddenly, your shortlist is down from eight to two. It's back to square one.

Sound familiar?

Well, I'm here to tell you, it doesn't have to be this way. In the 650+ interviews we've arranged for our clients, there have only ever been three no-shows. And it's not luck – there are some clear reasons why, so we thought we'd share! What can you do to minimise the number of interview no-shows?

Don't book applicants in straightaway

Due to the unusually high level of job vacancies right now, candidates have the pick of the bunch. This means that every candidate who's applied to your role has likely applied to multiple others. In fact, often when we call applicants, they don't even remember what they've applied for. Therefore, you need to call them before booking them in for an interview. Firstly, because you need to check they're genuinely interested in your position; and, secondly, because you need to sell them your opportunity and give them a reason to come to your interview.

Test their commitment

In the world of recruitment, we get a lot of what we call 'yes people'. For some reason - whether it be that they're too

scared to say no or simply because they want to have their fingers in lots of pies - candidates will say they're interested in a role, even when they're not. So, it's important that you test their commitment. The way we do this is by sending candidates away with the job specification and a link to our client's website, asking them to come back to us if they want to progress. Then – and this part is important – we don't chase them. You have to let them come back to you, because only then will you know if they're genuinely interested in your position.

Work with an agency that has a thorough process

If you're experiencing no-shows whilst working with a recruitment agency, it may be that their process isn't thorough enough. We regularly speak to candidates who have had a phone call from a recruiter, who's quickly told them about a job, and has then sent their CV straight over to their client (often without even telling them who the company is!) This means the candidate is unlikely to have bought into your role or to commit to turning up to an interview. So, find out what your agency's process is. At the very least, they need to be testing their commitment; but really, they need to be meeting every candidate they put forward to you. That way, they deal with the no-shows, not you.

If you do all three of the above, you should minimise your chances of those pesky interview no-shows. And if you're still struggling, give us a call – our record speaks for itself!

In the **650+ interviews** we've arranged for our clients, **there have only ever been three no-shows.**



How best to retain your staff

Did you know that, according to recent data, nearly one third of employees will look for a new job this year?

Why is this? More importantly, what can businesses do to prevent staff from leaving?

Following the COVID-19 pandemic, US professor Anthony Klotz predicted there would be a 'Great Resignation'. Essentially, people would be quitting their jobs, due to an existing backlog of resignations, widespread burnout, people re-evaluating their priorities, and a reluctance to give up remote work. It's clear, in recent studies, that people want to see a change in their workplace and see their company adapting to the 'new world'. The most valued factors appear to be increasing staff pay to meet industry standards; better work-

life balance; progression opportunities; receiving regular positive and constructive feedback. So, with this in mind, we thought it would be beneficial to share some of our top tips on how best to retain your staff.

Listen to your employees

A worldwide study conducted by the Workforce Institute at UKG found that 63% of employees feel their voice has been ignored at work, with one in three people saying they would rather quit or switch teams than voice their concerns to management. Shocking, isn't it? If people don't feel their voices are heard, they simply become disengaged. By handing out employee surveys and implementing staff reviews, you'll receive regular feedback. Having a management team accessible to all your employees is also beneficial as they

will feel they have a place where they can be heard! Any exit interviews should also be looked at internally and lessons should be learnt every time somebody leaves.

Reward and recognition

In our eyes, staff should always be rewarded for the work they put in. But, with the current difficulties to recruit and increased workloads, burnout is rife and it's more important than ever to show your staff you appreciate them. The competition for talent means businesses are offering increased salaries to attract people; but, if employees can see they could do the same job down the road for more money, they could be tempted to move on. Reconsidering your benefits is vital, as offering only the standard entitlements will no longer make the cut! We're seeing a heavy increase in recognition schemes such as extra holidays or even earning vouchers. But rewarding and recognising your staff doesn't have to cost the earth, as offering 'pizza Fridays' or early finishes will always be appreciated!

Invest in your people

A key reason why people look to move on is that they feel they've become stagnant in their role. Try finding out what motivates your employees and support them with their goals. Offer learning and development opportunities, as development doesn't always mean upwards

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promotion. To many people, it simply means furthering their skills and learning. Can you send them on training courses? Could you offer them opportunities to learn in other areas of the business? Not only will this help people feel engaged and motivated to stay, it will also be great for filling skills gaps in your workforce!

Staff wellbeing

In the 2022 Annual Workplace Predictions, it was anticipated that there may be increasing employee apathy towards the workplace this year. We've all needed greater resilience over the last few years, and employees are now prioritising personal preservation and self-care over career ambitions. Offering flexibility –introducing flexitime, allowing staff to find their own work-life balance, letting someone leave earlier or reallocating their workload – all helps. Gym memberships and enforced lunch breaks are also great ways to encourage the health and wellbeing of your employees!

Great staff culture

This probably goes without saying – but it's important to note that company culture should always be at the forefront of your mind. One of the main drivers of your culture is your management team. Staff can sometimes be promoted because they've worked in a business for a long period, but that doesn't necessarily mean they have the skills to manage people. Try sending your managers on training courses to furnish them with the skills they need to do the job well. If you support your management team, and they support the rest of your staff, it should help to create a good culture and an environment that people are happy to be in (and stay in!).

By following our top tips on how to best retain your staff, your workforce should be happier and more stable. If you do need any help with recruitment, give us a call! We'd be more than happy to support you with your growth and retention goals.

Getting the best from your management team

According to a recent study, over two thirds of managers categorise themselves as 'accidental managers'. Accidental managers are promoted based on their service record, rather than a history of people management or possessing clear leadership skills.

When we recruit for most roles, we base the decision on whether we think somebody has the skillsets to do the job. But when we recruit for managers (arguably our most important roles) we base it on whether somebody is good at a completely different job, compared to their day-to-day one. Strange, right!?

To make matters worse, often when businesses promote people into managerial roles, they do so without offering any management training. You wouldn't hire somebody externally without training them, so why would you expect a manager with no prior experience of leading people to do this without any guidance? Managers have a significant impact on the culture of your business and, ultimately, on your staff retention. Therefore, it's vital you get it right. So, what can you do to get the best out of your managers?

Choose carefully

Firstly, look at the reasons why you're choosing to promote somebody into a managerial position. Is it simply that they have been with you a long time, or that they excel in their current position? If that is all, and you don't see any leadership skills in them, maybe explore alternative ways you could develop their role. It doesn't have to be the case that the only way to progress within a business is to become a manager. Not everyone has the skillset or indeed the desire, so look at offering other routes instead. Perhaps they could become subject matter experts in their field, without having to directly manage a team.

Management training

If you do think somebody has leadership skills and they would be an asset to you as a manager, that's great. The next step is for them to attend leadership training courses, so they can be furnished with all the necessary knowledge and skills to do the job well. Nobody sets out to be a bad manager. They often get thrown in at the deep end and aren't given the tools they need. The more you invest in training your managers, the more they'll succeed; and, in turn, the happier they and the rest of your staff will be!

Regular feedback

Aim to ensure that you're providing and receiving regular feedback – it's vital that you have a continuous dialogue with your managers. They may be capable of working 'to their own tune', but you can still be there to offer support and advice. It's also important to receive feedback from their team, which can be done anonymously. They're the people on the ground who have a true understanding of how the manager is doing, so ask them! Hopefully they'll offer you useful insight, which can then be relayed to the manager to give them a boost. If there are criticisms, you can deliver this in a constructive way to help the manager improve.

Freedom to make changes

It's important you set clear parameters of what you expect from your management team, and then give them the freedom to make changes to achieve your goals. There's nothing more demotivating than thinking you're about to make a real difference, then having every decision stifled. Be open to taking their ideas on board and implementing changes. Your managers are the best people to help you do this, because they're viewing matters from a different perspective than you. Just because something has always been done a certain way doesn't mean it always has to continue.

Further development

What are the goals and aspirations of your team? The last thing anybody wants is to become stagnant. If a manager has been in their role for a long time, they may become despondent if they feel they're not learning anything new or that they've reached a ceiling. People are keen for development – and that goes for managers, too. So, discover what they want from their role on a regular basis and work with them to achieve their goals. Try providing them with further training courses or allowing them to support in other areas of the business.

If you need any further information on this topic, or support with recruiting for your management and senior management roles, get in touch!



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