

# EMPLOYEE RETENTION:

## 5 Critical Ways to Retain Creative/Marketing Talent

60% of HR leaders are significantly concerned about employee turnover—so what can you do about it now?

We asked our candidates why they would consider switching jobs, revealing some lessons all employers can take to heart.

### #1 Prioritize Employees' Mental Health

68% of millennials and 81% of Gen Zers have left a role for mental health reasons.

⚡ *"The main lesson I've learned is to NOT stay where I'm not valued and, ultimately, my health is way more valuable than a job." —Tracey C.*

⚡ *"Being stuck in a niche industry and not getting ahead finally burnt me out." —Justin K.*

### #2 Invest in Leadership Training

30% of employees chose manager quality as one of the top reasons that they left a previous job.

⚡ *"People don't quit their job, they quit their boss." —Ron M.*

### #3 Listen to Your Employees

Of those knowledge workers who do not think leadership takes the perspective of employees into consideration when making decisions, 42% indicated they are planning to leave their organization in the next year.

⚡ *"I switched jobs because the business wasn't listening to its employees with regard to improvements in our website, how we wanted to work, and how to make customers happier. Businesses need to listen to their front-end staff or they will lose them." —Amber S.*

### #4 Money Counts & Stability Matters

50% of creative and marketing employees say they will leave their jobs in search of better pay, but many also say they are looking for career stability.

⚡ *"When I entered the last tech writing position I took, I was underpaid. I did the work for almost three years and was never granted promised raises, title upgrade, or—in the end—even respect." —Tracey C.*

### #5 Flexibility Is Mandatory

67% of employees have increased expectations for working flexibly since the beginning of the pandemic.

⚡ *"I think most people decided that life is for the living and want to make the most of it." —Alicia H.*