

HR Leaders – it's time to embark a journey of change

It's time to face an uncomfortable reality: retention doesn't have the staying power it used to.

Employees are increasingly mobile – especially in younger age cohorts. And in the most successful companies on earth, it's even lower:



- 🎯 **10 years** average retention among 50-65-year olds.
- 🎯 **2.8 years** average retention among 25-35-year olds.
- 🎯 **1.5 years** average retention among top-performing Silicon Valley companies.

Our accelerated shift to remote and hybrid working has created an environment which is inherently more distributed and fluid. Just take contracting as an example:

Contractor numbers up **over a third** since 2008 in the UK...
And by the same amount **since 2020** in the US!

But none of this is a bad thing. Businesses have been radically overvaluing long tenure – as evidenced by what the most successful companies on earth have achieved by shortening it.

So how can you ride the change?

Global disruption places HR leaders in a unique position to embrace this change – just as they've embraced the changes of the past 2 years to great effect.

To do this, they'll have to adopt 4 new principles that optimize for a low retention world, and make it work for everyone.

4 pillars for talent transformation

1. Make talent development core to your business

This means going beyond offering training, and hiring people you know will need more support and development than you're used to.

2. Commit to your peoples' careers – long after they leave

Instead of retaining the employee, HR leaders must instead focus on retaining their relationship with their people after they leave the business. (You never know when they might be back!)

3. Engage in your employees to drive engagement

In the future, HR will have to be risk takers and experiment to become catalysts for change, rather than simply trying to maintain stability.

4. Rethink how you think of jobs

You'll need to design your new roles from the assumption that whoever is doing them will only be staying with you for 2-4 years – and work backwards from this point.

Want to learn how it's done?

Download our new white paper **Rebuilding Talent Strategy**.

[Download here](#)

