Core Benefits

A COMPANY'S FOCUS FOR 2022

We are in a very unique work environment. What should companies focus on in 2022 to support their employees?

Our current work environment is in a unique position and companies have the opportunity to stand out with a few intentional considerations. While 'the Great Resignation' has been likely over used, employees are re-examining their career choices. People are not willing to put up with negative workplaces in the same way they did before. Many organizations are struggling to retain employees and recruitment brings another complexity in the aggressive job market.
So, what can companies do? Below are three strategies to help navigate this unique time in business. Specifically, this year, companies need to focus on **culture**, **mental health**, and adapting to continued **flexibility**.

Focus on your Company Culture
Our first workplace wellness trends is attention to culture. Retaining employees in this current workforce climate can be difficult. However, we know that happy employees are not only more productive and engaged, but they are also more likely to stay.
When a workplace offers employees an environment where they are respected, empowered, and given growth opportunities they are more apt to feel supported. If work like balance is also offered and the ability to learn from mistakes, instead of facing criticism or punishment, would employees leave? Yes, eventually, they may move for a significant career step or to do something different. However, they will like stay longer.
For retention and many other reasons, organizations need to spend time building and maintaining a strong, supportive culture. Employees are looking for those great places to work and don't want to put up with nonsense any longer. Companies need to pay competitive salaries, of course. But, throwing money to retain people isn't going to be enough in this post-COVID world. Helping people live a positive and thriving life while at work is more important!

Mental Health Support
Companies also need to focus on supporting the mental health for their staff. While creating a positive culture is step towards this, emphasis specifically on mental health is important. The pandemic has opened up discussions in the workplace around mental health and companies are starting to take notice. The stigma around mental health at work needs to be eliminated.
There are many opportunities for companies to improve the mental health supports for their employees. Consider mental health days in time-off policies, better coverage for a variety of therapy options, include an Employee and Family Assistance Program (EFAP) and flexible schedules to allow time for appointments. There are many unique products entering the market to address the gaps in the current programs. If you are interested in exploring options, reach out to us. We are happy to help navigate the options.

Continued Flexibility

Flexibility in the workplace will be one of the lasting effects as we move into the endemic phase of COVID. The past couple years pushed organizations to allow for remote work and we know it can't be taken back now without retention issues. Like last year, companies need to continue defining what their flexible work environment will look like, taking employee input into account.

COVID is still messing up our plans and companies need to continue to adjust and adapt accordingly. Many back-to-office plans have been spoiled with new variants, different public health measures, and balancing school closures. Leaders need to be flexible, where possible, taking into account employees' work preferences and needs, while also planning for the future of work. This work should be done with a mindfulness to the culture you're also building upon. Leaders can't take away flexibility without facing some resistance. Where possible, empower your employees with continued flexibility and hybrid work schedules. Engage your team in discussions on the topic of their work and be creative with the scheduling. The more engaged employees are in the creation of their workday, the more buy-in you will receive. With that, you can reap the benefits of retention and happier workers!

While we know 2022 has come in with a variety of new complexities, focusing on these three areas will help your company stand out. Contact us today if you would like to connect to discuss these strategies in more detail.