Staycruiting
May 10, 2023

"Leadership is not about being in charge. It's about taking care of those in your charge." – Simon Sinek



By far, one of the most significant challenges in business today is finding and hiring people. For many managers, recruiting has become close to a full-time job in addition to all the other things they do.

One way to avoid that is for ALL leaders to practice Staycruiting. Staycruiting is a proactive approach to retaining and engaging employees by continually identifying and addressing their needs and aspirations. It is a way to counter other companies poaching your employees.

Here are four ways leaders can practice Staycruiting:

1. Regular Staycruiting check-ins. Many employee check-ins are one-sided conversations, with the leader doing all the talking. In Staycruiting, the employee needs to be doing most of the talking. You want to find out how happy they are. How engaged do they feel? Do they feel heard and appreciated? What do they think about their future?

Three points about these conversations.
a) Many leaders dislike asking these questions because they fear the answer. Don't. You need the answers to keep your staff.

b) Getting employees to talk openly and honestly can be difficult. One way to overcome that is to position the questions in the future. Do you think you'll be happy working here in the coming year? What do you see as your future here? Etc. The future is a safe place to discuss since people don't feel they'll come across as critical when something hasn't happened. Just remember, today's feelings impact those answers about the future.

c) Don't get defensive if you don't like their answers. It is terrific when you can address their concerns. You've likely just had a successful Staycruiting. If you can't reasonably address their feelings and concerns, be honest and find common ground where they can stay or help promote themselves to customers. (I still love that line, Todd.)

2. Give regular recognition and praise, and demonstrate your appreciation. Saying thank you for specific actions and outcomes the employee has done goes a long way. (Much further than just a simple thank you.) Recognize employees in front of their peers. Remember, people only know how much you care and appreciate them if you show them.

3. Foster a positive stay work experience. These are stressful times. People are feeling the effects of inflation and changes in the workforce. Every leader should be able to point to tangible things you can see and hear that fosters a positive work experience. If not, it's just on paper; employees are likely not experiencing them and are at risk of leaving.

4. Give people development and career opportunities. When people feel they are learning and growing at the company, they are more likely to stay. People who think they have future opportunities are more likely to stay. It doesn't mean they have to see a promotion immediately; instead, they will be able to achieve higher levels of responsibility and new opportunities when it happens.

So let me ask, how well are you and your leaders practicing Staycruiting?