

#1 SECRET TO REDUCING EMPLOYEE TUROVER IN NONPROFITS



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I get it. You're a nonprofit and every employment decision and dime is critical.

When one of your team members decides to leave, it affects you BIG time, including:

- An estimated loss of \$20-30k (for a 40K employee) in additional recruiting, training & expenses
- An average of 21 days of your time devoted to rehiring this person which usually manifests in later nights at the office

So, how do we stop this cycle?

Common remedies include...

Pay More – This could be a factor but is that really the root of this problem? The employee selected this compensation when they hired. Did you have to twist their arm to start at that rate? Probably not. They probably accepted and were excited about the offer - perhaps you haggled a bit but an employee would not accept the job in the first place if compensation was a 'quit-worthy' issue.

Accept that it's the industry/location/job - Turnover is inevitable. Wait?! What?! That sounds like giving up and resigns you to a cycle of spending copious amounts of money and time to a

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a process that is not working for you or your organization. Trust me, there are plenty of nonprofits that are retaining awesome talent.

But really...

The secret to reducing turnover is establishing a unique engaged company culture. And the best part about being a nonprofit is that you can control and promote this easily. Most people who migrate to your organization are doing so because something about the mission caught their heart on fire. Imagine working in an environment where everyone just 'gets it'.

You probably didn't pick your spouse or best friend based on a bulleted list of criteria. So, why on earth are you using a job posting template to pick the people who are ultimately going to lead to the success or failure of your business?

Here is how we are going to establish and create a positive culture in your business that WILL reduce turnover in your organization and quite honestly make you a little more of a 'whistle while you work' type place to be...

1. Define the culture as you THINK it is. And I've got a FREE attachment that is going to help you start thinking of adjectives to describe your own quirky self.

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2. We are going to do an organizational-wide assessment. By having a 3rd party neutral source come in, and take an in-person assessment with at least 20% of your organization. We are going to uncover what your employees are really saying about what is like to work in your organization. All information gathered is confidential but it will be enough to identify trends to find out what is awesome and what may be the potential source of your turnover.

3. We will identify gaps on where you are now and where you want to be.

4. We will develop a bulleted action list to establish and create your unique company culture which will help you better make employment decisions on who is 'in' and who is 'out' of your company tribe.

One nonprofit that I helped wasn't even measuring turnover... but knew they were having retention woes. Here's what their CFO has to say about implementing the above method:

Colleen was pivotal in getting us to the place we are today by putting the right structure and team together. We are placing more clients than ever before.

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Through her HR analysis and key recommendations, we were able to reduce turnover in a key department by 23%. Colleen understands what motivates people and the benefit of employee engagement to improve morale. Offering all the money in the world doesn't always equate to happiness. She demonstrates a good balance of understanding the importance of pay, policy, and all the legal aspects of HR while stressing the importance of empathy and employee appreciation to our management team.

Let's chat! I love working with nonprofits and have set several hours per week aside for consultations. Pick an open 30-minute window by clicking here – I will tailor the call to your most urgent questions such as:

- Where do you find great talent that sticks?
- Is our turnover 'normal' for my industry?
- How do I figure out why our employees are really leaving?