

Inspire Your Environmental Staff to Say:

MY JOB

BE AN EMPLOYER OF CHOICE

Strategies to attract and retain the best environmental employees:



HOW TO BE A **REMUNERATION LEADER**



Become involved in professional or scientific organizations.



HOW TO BE AN

ENVIRONMENTAL LEADER

Attract employees that will bring passion and involvement.



Establish brand recognition and credibility as an expert in your field.



RISKS

This requires a **significant investment** in time and money that needs to be effectively managed for maximum benefits.



Offer the **best**

benefits, top or near top pay, and matching RRSP contributions.



Emphasize integrity, a sense of meaning and + feeling valued amongst employees.

Use this approach for seasonal positions or those in remote locations where recruitment is difficult.



Too much of a focus on remuneration can create an overly stressful work environment.



HOW TO BE FLEXIBLE AND LIKE A FAMILY

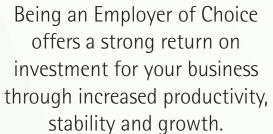




Cater to employees' need for flexibility.

Recognize that this is an especially effective approach if you have a small company.

Create a caring, positive environment with reliable career options.



Each of these profiles presents different benefits and risks. Use them in combination with one another for optimal results.



HOW TO BE A LAUNCHING PAD



Adapt to turnover by providing as much training and competitive remuneration as possible

Recruit employees that are looking for a good place to start.

Consider the potential benefit of client retention, since former staff now work for client companies.



RISKS

This can be a **self-defeating** approach if no attempt is made to also engage employees.

RISKS

Offering too much flexibility can reduce employees' motivation and productivity.

> Contact us at hrservices@eco.ca to learn more about how to attract and retain the right environmental staff for you.

> > 2012 ECO Canada HR Strategies Research, Available at: eco.ca/publications