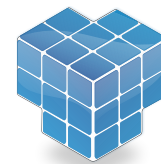


CONCERNED ABOUT HOW TO ATTRACT AND RETAIN STAFF?



DOTRubik™
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CREATING
GREAT
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CREATE AN ENVIRONMENT TO ATTRACT AND RETAIN TALENTED STAFF.

The need to attract and retain talent in the Technology sector is well documented. With a shortage of candidates and employees facing a wealth of potential opportunities it is increasingly challenging for technology businesses at all stages of growth to recruit and retain staff.

Understanding that financial packages are not the only priorities to your potential workforce is critical to attracting and retaining staff and ensuring the ongoing growth of your business.

In Nigeria the millennial generation (those born after 1982) now make up over 50% of the workforce meaning that this group of employee are aged between 18 and 34.

This is a reality that is being faced across the developed world and this generation of workforce comes with a different set of drivers and priorities from previous workforces.

A Harvard study showed 57% are looking for a work-life balance and 45% describe flexible working hours as key.

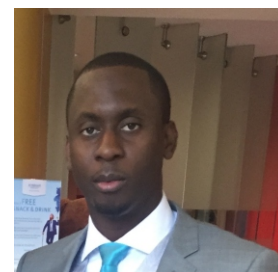
Combine this with the variation in the technological proficiency between different age groups and issues affecting everything from the way companies communicate with employees to the tools they invest in to help staff to do their jobs.

For example, millennials demand real-time tools and flexibility in how they work – with 81% of them in a survey also believing that they should be able to set their own hours at work.³

With such a resource shortage, technology businesses need to be thinking beyond the financial incentives (something that is strongly documented as not being a key driver to the millennial generation).

Work place practices and environments are one such area which businesses are using to differentiate themselves.

Companies like Google or closer to home Wakanow and



Oladotun Michael Olusola
Office Fit-Out Expert

>50%
of the workforce
is made up of the millennials.

45%
of millennials
consider work-life
balance as key²

81%
believe they should
set their own
working hours.³

Jumia can seemingly hire at will as employees buy into their tech-boom, trendy culture.

These businesses have almost set the standard for bright, open, engaging environments, but many other businesses will be concerned at the thought of how they make their places more attractive than their rivals in their sector.

Investing in this working environment can have a number of benefits for a business beyond just the initial recruitment of staff.

It is well established fact that the best and happiest workers are those who are truly engaged in their work and few things are more instrumental in boosting – or diminishing – levels of employee engagement than workplace design.⁴

This should prompt Senior Managers to ask themselves this question: Does our workplace have the sort of environment that would likely motivate and inspire our employees?

This can be best summed up by understanding that design affects mood – and positive mood influences worker engagement. Designing a workspace to enhance engagement is designing to bring those positive moods to the surface more readily.

A workplace in which the employees are engaged, communicates to the people who work there that their employer values them and the contribution that they make.

The challenges facing owners to make their workspaces more engaging are all the more difficult as workforce demographics change and companies have to contend with technological advances that are influencing every area of business.

Further research is indicating that the skills shortage is also set to intensify, a major problem as companies look to build workforces as the economy continues to grow after the recession.

So it is important that businesses start to understand how they need to influence the way their workspace looks and functions. In simple terms, the best workspaces allow staff to perform to their best to add the most value to their employer's bottom line.

Too often mistakes are made when a workspace is designed simply to look good or attempts to achieve some ill-devised objective, such as increasing collaboration.

References:

1. Pew Research Center tabulations of monthly 1995-2015 Current Population Surveys (IPUMS).
2. Harvard Business Review: What Millennials want from work, Charted across the world; Feb 2015.
3. MTV Survey: No Collar Workers
4. Research from the Hay Group found that highly engaged employees are on average 50% more likely to exceed expectations than least-engaged workers.
5. PwC Annual Global CEO Survey: Transforming talent strategy
6. The Intelligence Group

Instead early planning and proper consultation is needed to ensure workspace design fits in with the company's corporate objectives, matches the needs of staff member using it – and provides protection from the changes that the workspace of the near future will bring.

Employees become frustrated and annoyed when their office isn't designed to support them in carrying out their job efficiently.

Finding the best lay-out means analysis has to be made of how work groups relate to and interact with one another and how work flows from one group to another.

Added to that, good design needs to incorporate excellent lighting (both natural and electrical), optimum temperature control and ventilation, ergonomic workstations, high quality furniture, an avoidance of bare walls and imaginative decoration.

It all points to the needs to think of designing your workspace to reflect the needs and concerns of your employees – and those that you want to attract.

Get that right and your staff will start to notice, interpret and value working for you – and that makes for a very happy and productive workplace.

Key Considerations:

- Recruitment and retention of staff needs to consider non-financial incentives.
- An employee's motivation to work is heavily influenced by his or her environment.
- Poor workplace design is directly linked to lower performance among employees.
- Be aware of the changing needs and demands of the millennial generation worker – don't give them a means to reject you for the competition.
- A well-designed workplace enables creative and forward-thinking staff to add value to your business.
- Early planning and consultation is vital to get good workplace design right.

We are looking forward to seeing you

If you would like to know more, please feel free to stop by: we look forward to it. Our doors are always open to you – all you need to do is book an appointment.

Your business is only as good as its people and they are only as good as the environment they're working in.

HOW TO ATTRACT AND RETAIN STAFF

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