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Employee Retention in Low Wage Jobs and the Role of Employers

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M.S. in Leadership
2018

Granite State College

The Importance of Employee Retention

- NH has a low unemployment rate of just 2.6% as of April 2018.
- When employees leave, there is not a large pool of applicants to replace them with.
- The employer plays a pivotal role in retention.
- Social Exchange Theory
- Employer builds trust and acts favorably towards employees in exchange for productivity and intention to stay.

Factors in Employee Retention

Employee Benefits

Employee Engagement

Workplace Atmosphere

Workplace Trust

Employer Branding

All these Elements tie together to create an experience for the employee that will allow them to feel good about their employment. Not all people are motivated by money, but rather their connection to their workplace, which brings us back to the importance of Social Exchange Theory