

Podcast: HR Bartender

Episode: Julie Develin and Chas Fields on Recruiting and Retention

Summary:

Welcome to the *HR Bartender* podcast! Join this casual conversation to get practical advice on being a better employee, manager, and leader. In today's episode, Sharlyn Lauby, author of the HR Bartender blog and host of this podcast, interviews Julie Develin and Chas Fields to discuss all things recruitment and retention. This episode is an installment of the podcast's mini series focusing on talent and technology. Julie and Chas are both Senior Partners with UKG's Human Capital Management Advisory Group. In their roles, they advise UKG customers on all things HCM. Additionally, Julie and Chas are co hosts for the Workforce Institute's *People Purpose Podcast*.

To begin, Julie and Chas touch on their new jobs at the People Purpose Podcast. They both believe that people need to be at the center for every organization's strategy for success. They realized starting a podcast discussing HR trends and experiences of their own was a great way to stay in touch with the people they were meeting on the road. Julie has 17 years of experience in HR, and Chas has spent much of his career in consulting companies navigating change. On their show, they share real challenges with real examples and experiences.

We are now at a point where organizations are really struggling to find and hold on to qualified talent. While putting more money into the problem can be of some help, Chas stresses that it is not the only important factor. Businesses should equally consider the workplace environment, employees safety and schedule accommodations. Many industries, such as manufacturing, are simply unappealing to today's younger generations. While there are quick fixes companies can make to attract talent immediately, Julie urges companies to focus instead on long term strategies which will help employee retention.

It's important to remember that many of these issues, such as increased unemployment rates, had already been prevalent before the pandemic. Businesses need to be prioritizing caring for the employees they currently have if they want to keep them. Help wanted signs aren't really cutting it today, so companies should consider utilizing technology, shorter applications and alternative communication methods to attract talent. Additionally, everyone should be thoughtful about rebuilding their workforces while focusing on diversity and equity.

A huge key in recruitment is looking at the numbers and data. HR is the first connection a potential employee is exposed to, thus they should be very familiar with the company's functions and employee expectations. Manager turnover is the largest telling factor when turnover rates are high. Finding a common denominator, which typically falls within managers, is key to addressing turnover.

Finally, they discuss how organizations can help with employee retention. Julie's biggest tip is for HR to hone in on their superpower of listening in a way that is intentional and empathetic. This is more important today than ever before, and should be evident from pre-hire to retirement.

In order to stay, employees need to feel able to address their concerns within the workplace. Chas firmly believes that feedback is HR's most valuable currency.

Connect with Sharlyn on [LinkedIn](#) and check out her [HR Bartender Blog](#).

Learn more about [Julie Develin](#).

Learn more about [Chas Fields](#).

Check out the [\*People Purpose Podcast\*](#).