

Sterling Legal Search

WORK-LIFE BALANCE

Having Enough Time For Work And Enough Time To Have A Life



In today's market, work-life balance is the most powerful recruiting and retention tool an employer can offer.

The number one reason most people changed jobs in the past two years was to achieve a better work-life balance. For employers this means maintaining a culture of understanding personal needs is crucial.

Bottom line, people who have the flexibility they need to maintain work-life balance are loyal and happy employees. For most people, making a job change is more than a promotion or an increase in salary – *it is a life change*.

The downside of a potential job change is very clear, the upside uncertain. This makes some people less likely to raise their hand for a vertical or a diagonal move. Candidates who are willing to consider a change are seeking an improved situation, including balancing work and family demands.

Savvy employers understand that competitive salaries and benefits, modified schedules, remote work options and flexible/reduced hours are not only becoming common place but are often the reasons for people either staying with the company or making a move. The key is to expand retention and recruiting efforts beyond just the candidate. It's important to focus on the entire family when trying to attract a candidate to the organization or to make a move within.

In a tight labor market, attracting a candidate to move to a new job can be challenging, especially if there is a specialty shortage or if the organization is located in a rural location. Retaining or recruiting a highly sought after candidate or enticing a candidate to take a position in an out-of-the-way place can require creative solutions from the company.

When it comes to connecting with a candidate and recruiting the whole family, if it is done well, it really starts at the very beginning of the interview process. Digging down and trying to understand the candidate's unique circumstance is important. The more connective tissue built between their interests and what's available where they're moving, the better.

Another important component of fully engaging a candidate in a new opportunity is "high-touch" interaction with senior members of the organization whenever possible. This helps to provide the candidate and family with a great sense of being valued by the very top of the organization.

Aside from providing work-life balance, once a hire or promotion is offered, keeping the process moving is very important because there is fierce competition for top-tier candidates. Candidates are smart and if they are seeking a new opportunity with you, you can be certain they are looking at other opportunities as well. The biggest mistake that an employer can make is having the whole process take too long with too little contact. The wisest employers stay engaged and look for opportunities to maintain contact.

The success stories all have one common denominator — the employer took the time to get to know the candidate and his or her family, to find out what was important to them, and then helped them connect the dots to visualize how it would work for them. It is important to remember that for candidates, job change is *life change!*