

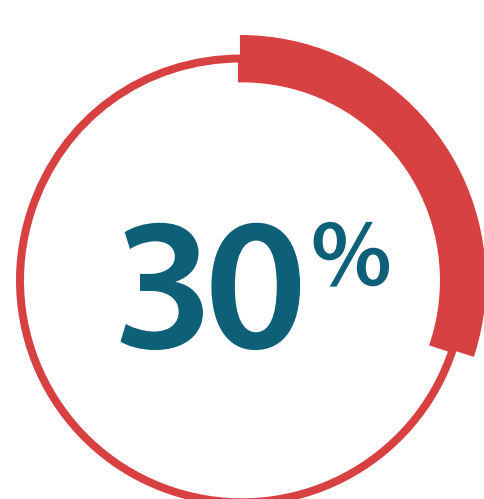
# THE ROI OF TALENT

To attract and retain top talent, companies need to think of employees as more than just line items on a balance sheet—they need to treat them like their most valuable assets—because they are!

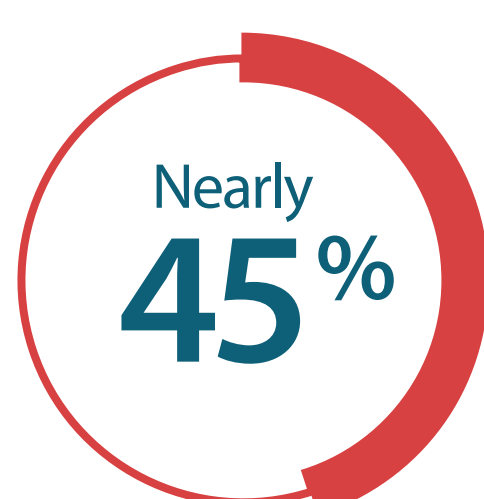
That means investing in their satisfaction with good talent management, creative compensation and great culture. Here are important insights on how HR teams can keep their portfolios stocked with great talent.

## RECRUITERS CAN STOCK UP BY STICKING OUT

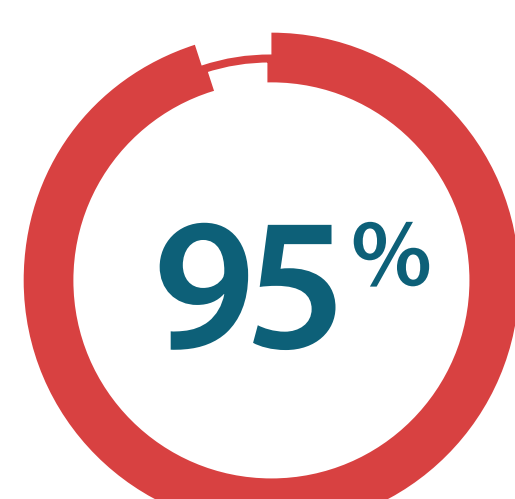
Higher turnover, the use of mobile devices, and increased competition are changing the dynamics of hiring.



of recruiters report an average employee tenure of just 1-3 years.



of job candidates now apply for jobs on mobile devices.



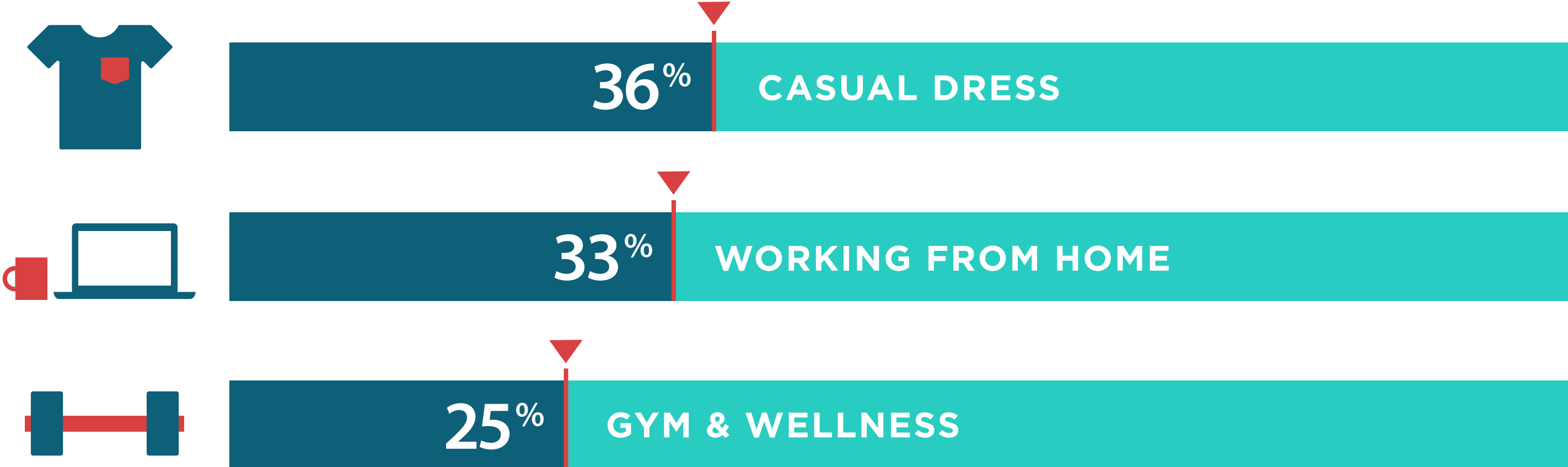
of recruiters anticipate an increase in competitiveness in the job market.

Successful recruiters distinguish themselves by getting creative, focusing on cultivating relationships, and offering unique perks and competitive compensation.



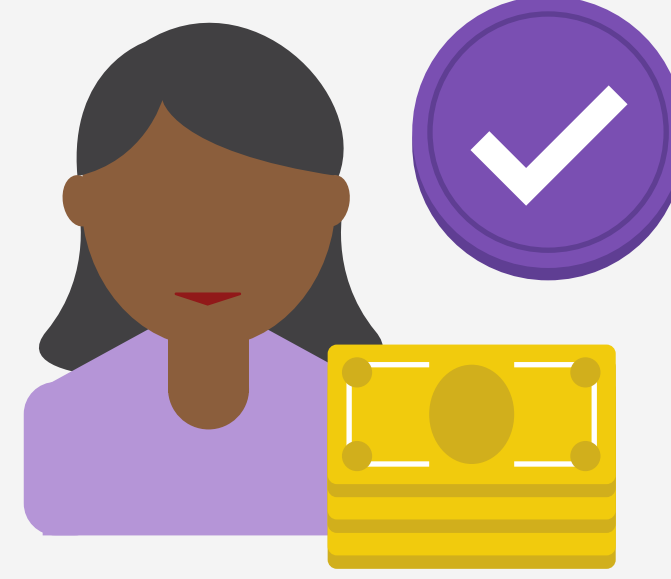
**78%** of recruiters see referrals as the most effective source of quality hiring.

## Recruiters say these perks entice new candidates:

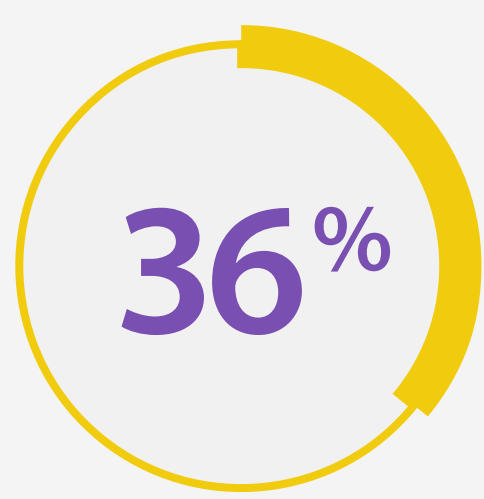


## KEEP THEM BY KEEPING THEM ENGAGED

Attracting candidates is only part of the talent equation. Companies that proactively invest in employee engagement are more likely to increase employee satisfaction—and more likely to retain their talent.



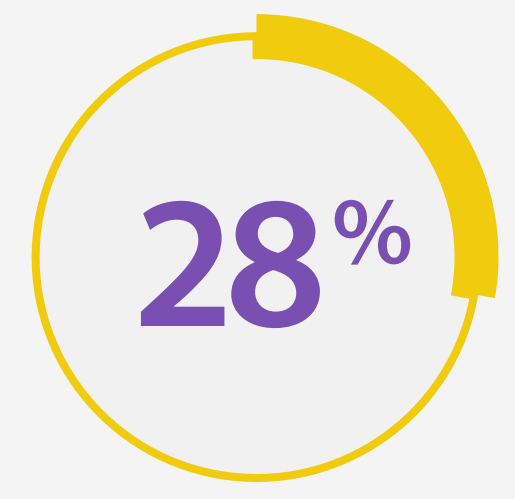
Tactics that focus on compensation and environment rank highest in effectiveness for engaging with talent.



Offering promotions and bonuses to high performing employees.



Providing a comfortable and stimulating work environment.



Encouraging employees to share their opinions and ideas.

## DON'T IGNORE THE INTANGIBLES.

The 2015 SHRM Employee Job Satisfaction and Engagement Report found the following as the top two aspects employees rated as “very important” to their satisfaction:

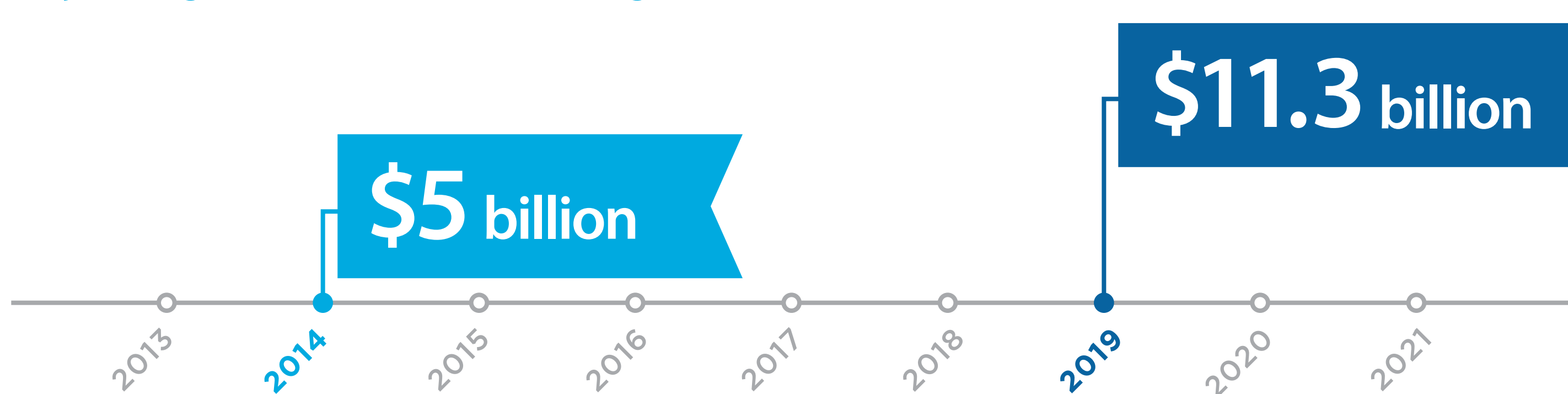


## INVESTING IN ASSETS BOOSTS THE BOTTOM LINE

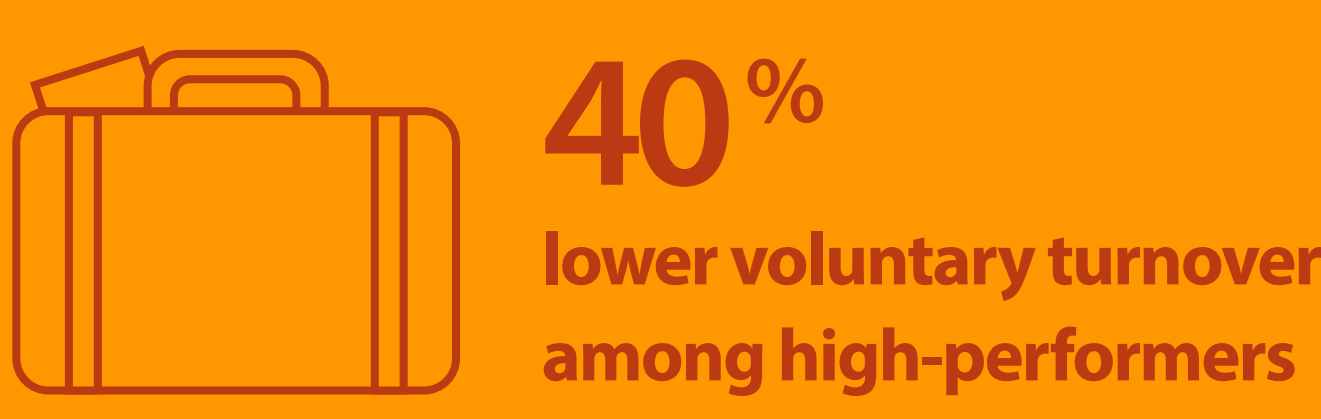
The right talent management strategy can deliver meaningful ROI, and companies are continuing to explore ways to implement it.



## Projected growth in the talent management software market:

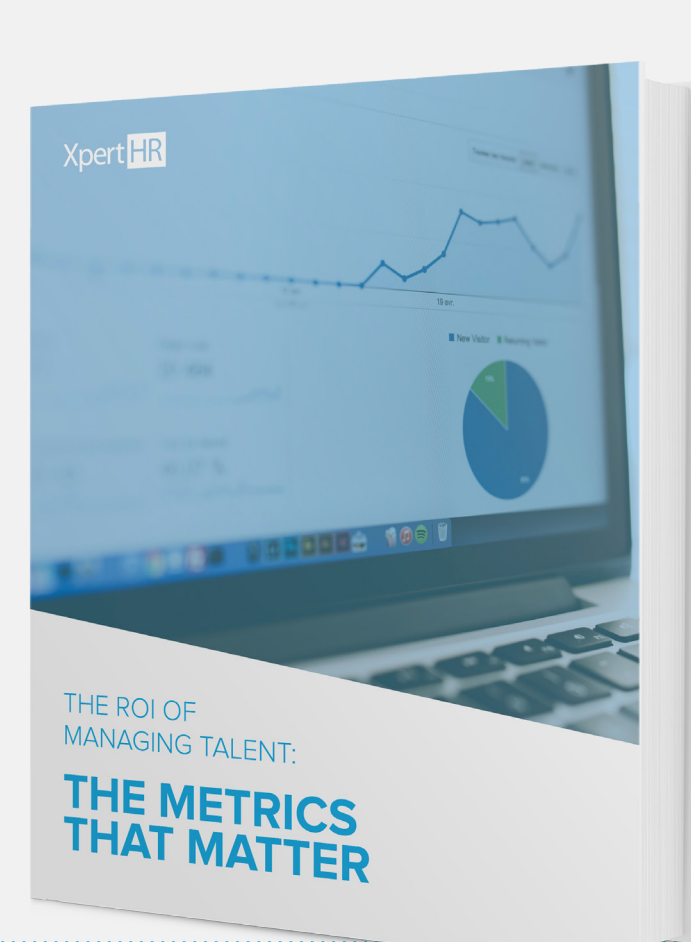


Compared to peers, companies with strategic talent management programs experience:



Sources:  
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Attracting and retaining talent is extremely important to a company's success. How can HR help? Read more details on the ROI of Talent Management



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