



The Benefits of Benefits

At Jobshop UK we have interviewed thousands of candidates over the last 12 years and have learnt not only what people look for in a job but what they would like from an employer. Often it is just to feel valued and appreciated and usually money isn't even mentioned.

We don't need to tell you that times are hard and everyone is looking at costs in all areas. Your company probably has not been able to offer staff the pay rises they expected this year which may have left them feeling disgruntled and lacking enthusiasm.

Could you provide additional benefits to motivate and retain your employees without spending a huge amount? Sometimes it's the little things that count.

I'm sure you are aware of the standard benefits such as holiday, pension and healthcare but there are others that you could consider at minimal cost to your organisation. This could help increase staff morale, boost productivity, company loyalty and levels of engagement.

We have put together the following from speaking to clients and candidates. Some of what we have suggested are things we do here at Jobshop UK and we find they work really well!

Holiday

- ❖ Giving all staff an extra day to take on their birthday is a personal touch and saves the employee using their standard entitlement.
- ❖ Why not shut down over Christmas this year? Is being open really a business need? This can save on opening costs, give your staff a proper break without using their holiday. Consider how productive really are they?

Flexible Working

- ❖ Offering flexitime, working from home, time off in lieu or being flexible on start and finish times can offer your staff a work/life balance, enabling employees to feel more in control of their working life. This can lead to increased productivity, lower absenteeism and a happier, less stressed workforce.
- ❖ Don't only offer this to parents but consider those who rely on public transport, live further away or just prefer the earlier or later shifts. This will probably have little impact on the business but could make a huge difference to someone's day.

Rewards and Recognition

- ❖ Individual incentives are a great way to create a fun and healthy competitive team environment and can be as little as a bar of chocolate or a bottle of wine. Remember they don't have to be just for the sales team!
- ❖ Attendance rewards – introduce a cash reward of say £20 per month to employees who don't take time off sick. This can work well in call centres or industrial environments where absenteeism is a problem.
- ❖ Formal recognition such as Employee of the Month can encourage people to think of their team mates and vote for colleagues who have been outstanding.
- ❖ Long service rewards recognise loyalty and could be as simple and inexpensive as flowers and a certificate.

Social Events

- ❖ Most of us have a Christmas Party but why not have a BBQ one summer evening or attend a corporate event such as the Dorset Business Awards.
- ❖ Simple and cost effective gestures such as a bottle of wine opened at 5pm on a Friday night can leave staff feeling valued and send them off for the weekend on a positive note.

Others

- ❖ Parking – speak to local hotels or pubs to see if staff can use their premises for a minimal charge.
- ❖ Cycle to Work – check out this government initiative at www.cyclescheme.co.uk
- ❖ Flexi Vouchers – this is a scheme where staff can have money deducted directly from their salary in return for vouchers of a higher value. Investigate these at www.projectlink.co.uk
- ❖ Discount Card – see if businesses in your area will offer a discount or free entry to your staff on production of a payslip or corporate card.
- ❖ Be spontaneous – surprise your staff with simple things like fresh doughnuts on a Monday morning or ice-lollies on a hot afternoon.

Don't forget a “thank you” costs nothing and means a lot!