## STATE OF YOUR EMPLOYEES

Talent, talent, talent: Finding it, and keeping it, is the biggest challenge facing fast-growing companies. These CEOs are boosting perks, equalizing pay, and building inclusive, transparent companies to find and retain valuable workers.



OF SURVEYED CEOs said that finding and retaining good staff is one of the biggest obstacles to their company's growth.

THE BIGGEST CHALLENGES IN ATTRACTING QUALIFIED TALENT INCLUDE

35%

30%

27%

Matching applicants to our culture

Lack of experience in applicants

Limited number of applicants

**HOW HAVE YOU CHANGED** YOUR APPROACH TO RECRUITING?

47% have improved compensation or benefits



35% have revised ideal-candidate profiles



34% have used assessments or work samples to evaluate job fit

## WHAT BENEFITS DOES YOUR COMPANY OFFER TO EMPLOYEES?



WORK FROM HOME/ REMOTELY

67%

FREE FOOD, IN OFFICE PERKS

65%

401(K) MATCH

61%



EDUCATIONAL STIPENDS

38%



EXTENDED PAID MATERNITY LEAVE

29%

## TO INCREASE DIVERSITY. MY COMPANY HAS

Broadened our sources for seeking candidates 35% Worked to identify more diverse internal talent 16% Created a formal strategy 15% Reached out to schools, organizations, etc. 13% Reworked job descriptions to eliminate bias 6%

sions. I'm very transparent with information and speak at a standup weekly meeting, and we have more in-depth quarterly meetings." NO. 4,235 KRISTI PIEHL, Media Minefield

"Employees need to understand the 'why' behind leadership deci-

the top trucker of the month." NO. 2,798 DAVID WISE,

**HOW TO MOTIVATE—** 

AND KEEP-YOUR

RESPONDENT CEOS CROSS-TRAIN THEIR EMPLOYEES IN

employees different jobs to help their development; and 619

provide outside training. Fewer than a third provide mentorship

and formal leadership development programs, while 23% of respondents reimburse tuition. These Inc. 5000 CEOs also get

creative with workplace perks,

offering happy hours, company vacations, volunteering opportunities—and, occasionally, shares

in the fast-growing companies:

"We have done team bonding events such as 5K races...

and we grant stock options, so every-one is a true owner

of our company." NO. 13 MADELINE HAYDON, Green Grass Foods

"We have annual beach trips if we meet goals-

and we're a virtual orga-

nization, so two to three times a year, we have

all-company meetings."
NO. 4,788 SONIA ST. CHARLES,
Davenport Group

"We have a WWE-type belt that we award to

DIFFERENT PARTS OF THE

**BEST WORKERS** 

ALMOST 70% OF

BUSINESS; 68% gi

Freedom Capital

OF CEOs SAID THEY HAVE HAD AN EQUAL-PAY POLICY IN PLACE FROM INCEPTION, WHEREAS 17% HAVEN'T ADDRESSED IT. Women make 85¢ for every \$1 men earn, according to Pew, a disparity that's worse for women of color-and one that made international headlines this summer, thanks to Megan Rapinoe (pictured, far right) and the World Cup champion U.S. soccer team she co-leads. (The team, which has sued the U.S. Soccer Federation over gender discrimination, won their fourth World Cup in July but earn 38¢ for every dollar earned by their male counterparts.)

