

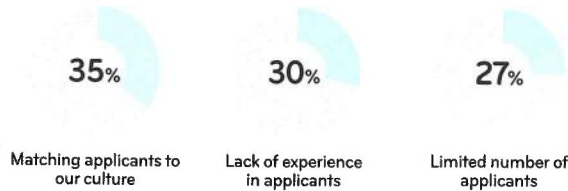
STATE OF YOUR EMPLOYEES

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.

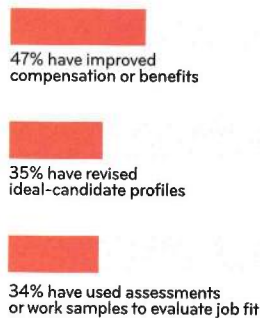
59%

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



HOW HAVE YOU CHANGED YOUR APPROACH TO RECRUITING?



HOW TO MOTIVATE—AND KEEP—YOUR BEST WORKERS

ALMOST 70% OF RESPONDENT CEOs CROSS-TRAIN THEIR EMPLOYEES IN DIFFERENT PARTS OF THE BUSINESS; 68% give their employees different jobs to help their development; and 61% 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 everyone is a true owner of our company.”

NO. 13 MADELINE HAYDON, Green Grass Foods

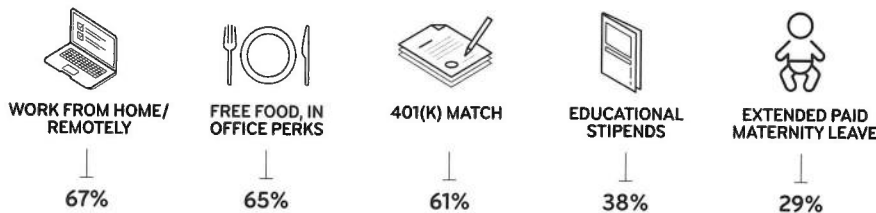
“We have annual beach trips if we meet goals—and we’re a virtual organization, so two to three times a year, we have all-company meetings.”

NO. 4,788 SONIA ST. CHARLES, Davenport Group

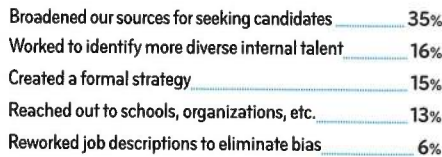
“We have a WWE-type belt that we award to the top trucker of the month.”

NO. 2,798 DAVID WISE, Freedom Capital

WHAT BENEFITS DOES YOUR COMPANY OFFER TO EMPLOYEES?



TO INCREASE DIVERSITY, MY COMPANY HAS



“Employees need to understand the ‘why’ behind leadership decisions. 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

65%

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.)

GETY



