

Improved Retention

8 Tips on how to Increase Employee Retention

Happy Path

Crazy Simple, Focused , and Affordable Career Pathing Software



Hello Retention!



Retain Your Employees

If employee retention isn't on your mind today, it should be. Now that the economy has bounced back, businesses are hiring and employees are ready and willing to seek new opportunities.

Create a culture of transparency

All of a sudden, keeping your employees is more important than it was during the recession. To keep employees happy, there are a number of factors to consider. This includes a culture of transparency, engagement and development, and all of that contributes to somebody wanting to stay with you.

It's not all dollars. Still, the bottom line is all about the bottom line: It's cheaper to retain employees than to continually recruit and train new people.

The good news is you can use the following tips to help increase retention at your organization.

1

Offer competitive wages and benefits



While it's not mandatory to offer the top salary, the wage must at least measure up to what competing businesses provide.

A wage must measure up

You don't have to lead the market, but you do need to be competitive. If employees can earn significantly more for the same work elsewhere, retention becomes an uphill battle.

2

Offer Career Planning and Pathing Tools



Keep in mind that most employees don't leave jobs because of money. They leave jobs when they can't see a viable path to move forward.

Show employees how to get from A to B to C.

Most companies have career paths sitting in a spreadsheet or document somewhere—but employees don't know it exists, and managers can't consistently explain it.

Career pathing doesn't have to be expensive or complicated. The goal is simply to make roles visible, show realistic next steps (lateral and upward), clarify what each role requires, and help people build skills intentionally. That's exactly what Happy Path is designed to do—create a friendly, self-serve experience employees actually use.

3

Be Transparent



If you want to retain employees, you need to inform them about career opportunities within the company.

Keep employees informed

Happy Path recently spoke with employees at a large, international business about retention challenges. One person said, “They post a job and that’s the first time we know it’s coming up—or what’s required. They fill it, and then nobody knows what’s next.”

When growth only shows up as a surprise posting, careers feel random. If you want to retain great people, make internal opportunities—lateral and upward—visible before roles open, not after.

4

Provide Career Training and Support



By retaining employees, you're working to grow your own workforce in a way that benefits business and staff.

Your best employees want to take advantage of training and education

Once employees can see what it takes to grow, the next step is supporting them as they build the skills to get there. That might include tuition assistance—but it can also be mentoring, job shadowing, stretch projects, informational interviews, MOOCs, micro-credentials, and more.

When you invest in development, you don't just improve engagement—you strengthen your internal pipeline and grow talent in a way that benefits both the business and the people doing the work.

5

Support your Managers



With training and advising your managers can help guide employees to make smart choices and find the right career paths.

Managers are the front line to employees

Managers often have deep knowledge of the business—but many haven't been trained to guide career development. The good news is, you can close that gap. Equip managers with simple coaching tools and career frameworks, and consider adding an internal or external career advisor to support employees as they explore options, build skills, and stay on the right path.

6

Connect with Community Colleges



Community Colleges will go to great lengths to support local employers with customized curriculum and onsite classes.

Colleges can be powerful partners for employers

Community colleges are often eager to support local employers—but many simply need a clear starting point. Reach out to your local community college and explore a partnership that benefits both sides: customized curriculum, certificate programs, or even onsite classes that help employees build skills and move forward in their careers.



7

Create an Accommodating Culture



Help your employees manage their time with flexible and predictable schedules.

Flex time and remote working goes a long way

Career development only works if people have the time and flexibility to participate. Flex time, remote work options, and predictable schedules help employees use the resources you offer—without falling behind at work.

8

Engage Employees



Talk to your employees, participate in employee engagement surveys and listen and respond to the results.

Not just a buzzword

Employee engagement is a big buzzword among employers, and for good reason. If employees think they're valued and you show them ways to advance with the company, they're engaged. Many large companies participate in employee engagement surveys to determine whether or not they're successful in this arena, because employee engagement and employee retention tend to go hand in hand.

Happy Path

Let's partner and start retaining your best talent

Happy Path was built for this exact moment: when your team wants engagement and retention—but doesn't have time for a massive transformation.

Simply put, Happy Path helps employees explore roles, discover well-aligned paths, self-assess against a competency model, and turn skill gaps into clear next steps.

It makes career growth visible, usable, and easy to sustain—without enterprise bloat.

Want to see what career clarity could look like in 2026?

Let's set up a quick Happy Path demo and talk about your goals.

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