

More Time!



The Newest Recruiting Incentive

Have you ever found yourself in a bidding war for a top job candidate? If so, you know how difficult and expensive it can be to attract high quality employees. Although a competitive salary structure is still a critical element for recruiting success, human resource professionals must be increasingly more creative when developing incentive packages to remain competitive. What can you do?

According to a Hilton Hotel survey of 1000 workers, 70% of employees earning \$30,000 per year or more reported they would sacrifice a days pay to earn an additional day of free time. So, many employers are looking to 'time' as a recruiting tool. By targeting quality of life, employers appeal to an increasing desire for less stress. And reduced stress levels can result in a more productive workday.

Considering the following to make your recruiting package more attractive:

SERVICES

Concierge services.

Give employees the opportunity to have someone run their 'errands' during the workday—allowing employees more free time and fewer workday distractions.

Meal preparation.

Nutritious meals are prepared for workers to take home at the end of the workday—reducing prep time, and worry about what to make for dinner!

Personal services.

Massage services, meditation seminars, and manicures are great stress reducers. Employees appreciate the chance to take a break, and come back to work ready to tackle their next project.

FACILITIES

On-site day care centers.

Offer parents a cost effective means for dependent care, and the opportunity to see their children during the workday.

On-site exercise facilities.

An increasing number of professionals include a fitness routine in their workday. This helps reduce stress and frustration, while increasing energy and morale.

Convenience stores.

Enable employees to pick up basic items, like milk and bread, to eliminate a stop on the way home.

And don't forget about...

On-site hair cutting, dry cleaning, and video rental.

ASSISTANCE PROGRAMS

Referral networks.

Some companies have set up 24-hour referral hotlines for home assistance services, like plumbers and electricians. These programs often include subsidy vouchers.

Employee Assistance Programs (EAP).

Programs designed to help employees cope with work and personal problems (e.g., substance abuse). The most common EAP includes a 24 hour assistance hotline.

Financial planning services.

Assist employees with planning for the future. Stress related to financial issues is a serious, and growing, problem for many American workers.