



HELPMATES

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Converting Employees into Long-Term Company Assets:

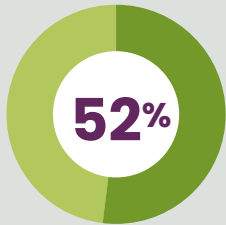
A Manager's Guide



Hi There!

You've downloaded this guide because like so many employers, one of your biggest workforce challenges is finding — and retaining — dependable employees.

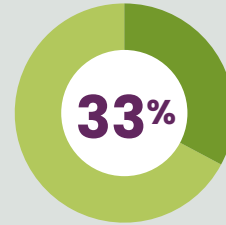
Building a talented and loyal workforce is crucial for sustained success, because turnover can significantly impact your company's productivity and bottom line. Consider these statistics:



Majority of turnover in the first year of employment¹



Number of employees planning to look for a new job this year²



Average percentage of a lost employee's annual salary in turnover costs³

Trillions: The number of dollars businesses lose every year due to voluntary employee turnover⁴

As a leading staffing agency, we have successfully guided hundreds of clients through the implementation of these steps. The result? Increased employee retention, thriving workforces, and helping organizations become an employer of choice.

Whether you manage a team of HR professionals, warehousing and distribution specialists, or customer service experts, you'll discover actionable strategies from our extensive experience and invaluable insights.

By following the five essential steps outlined in this guide, you'll better understand how to transform staff — from temporary to permanent — into valuable long-term assets that drive organizational success.

Get ready to thrive!

— From the Helpmates team



Table of Contents

Step 1 | Craft a Comprehensive Onboarding Program

Step 2 | Provide Continuous Training and Development

Step 3 | Implement Performance Evaluation and Feedback Systems

Step 4 | Foster a Positive Work Culture

Step 5 | The Value of Long-Term Staffing Solutions

Step 6 | Choosing the Right Talent Solutions Partner



Step 1:

Craft a Comprehensive Onboarding Program

A comprehensive onboarding program is vital in ensuring the seamless transition of temporary staff into long-term assets. It helps lay the foundation for a motivated workforce that's ready to contribute to your organization's success.

Design a structured onboarding process tailored to each department

One size does not fit all. In addition to general onboarding for your company, work closely with each department to develop personalized onboarding programs catering to the specific needs and responsibilities of each role.

A structured onboarding process is a well-planned and systematic approach to welcoming and integrating new employees into your organization, ensuring that they feel supported in their positions from day one.

Regardless of the department, a structured onboarding process includes standard components that apply to all new hires. These may include:



Welcoming and Introduction: A warm welcome and introduction to your company's values, culture, and mission from HR and/or the hiring manager sets the tone for a positive onboarding experience.



Company Policies and Procedures: Provide a thorough overview of your organization's policies, procedures, and employee handbook to ensure compliance and set expectations.



Benefits and Compensation: Explain the employee benefits package, including healthcare, retirement plans, reimbursements, and other perks offered by the company.



IT and Security: Set up new employees with the necessary IT equipment, email, and access to company systems, while ensuring data security protocols are followed.





To tailor the onboarding process to each department, consider the following:



Job Shadowing: Provide opportunities for new hires to shadow experienced employees in their department to observe real-world work processes and gain hands-on experience.



Meet & Greet: Arrange meetings with key stakeholders and departments to understand the company's organizational structure and team dynamics.



Mentorship: Pair new employees with mentors within their department to offer guidance and support during the initial weeks or months.



Department-Specific Policies: Highlight department-specific policies and procedures that might be different from the overall company guidelines.

Include team integration, role-specific training — and their first project

In our experience, a successful onboarding program goes beyond the standard and tailored components listed above. This is where you really start digging deep!

- **Team integration** activities foster collaboration and camaraderie. Encourage department-specific team-building activities to help new hires bond with their colleagues and gain a better understanding of the team dynamics.
- **Role-specific training** empowers employees with the knowledge and skills needed to confidently excel in their roles. Customize training sessions to address the unique skills and knowledge required for each role. For example:

Customer service professionals:

Product/service training, effective customer communication

HR professionals:

Company policies, regulations and compliance, HR software, employee recruitment, performance management, and benefits administration.

Warehouse employees:

Health and safety procedures, inventory management, and equipment operation.

- **Projects and Assignments:** Assign department-specific projects or tasks that align with the new hire's role, allowing them to apply their skills and contribute to the team's goals.

Set clear expectations from the start to align new hires with company values

We've found that a successful onboarding process emphasizes the importance of clear communication and expectations.

By setting transparent expectations from the beginning, new employees understand their roles, performance goals, and how their contributions align with your company's values and overall objectives.

This alignment fosters a sense of purpose and commitment among your long-term staff.

Step 2:

Provide Continuous Training and Development

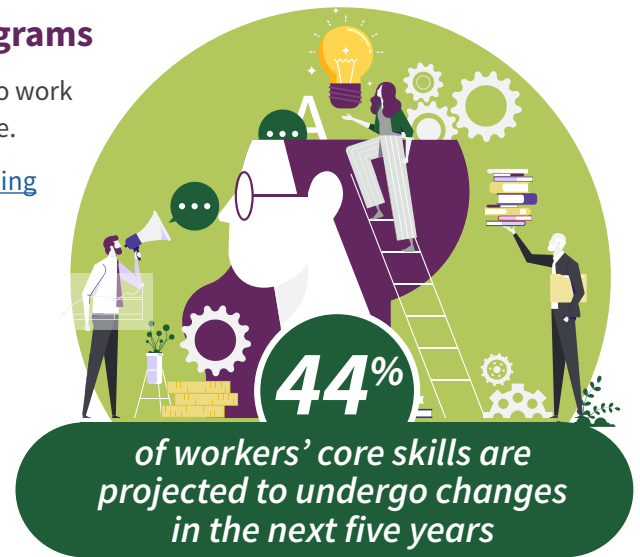
Investing in continuous training and development is an investment in the future of your company. Empower your employees to adapt to evolving challenges and seize new opportunities, ensuring they remain valuable assets to your organization.

Identify skill gaps and offer targeted training programs

Employee growth is essential for long-term success, so it's imperative to work with department managers to identify skill gaps within your workforce.

Many employers are seeing an increasing need for [upskilling and reskilling](#) among existing employees, from entry-level to leadership. **According to the World Economic Forum, up to 44% of workers' core skills are projected to undergo changes in the next five years.** This highlights the urgency to provide training and development opportunities that enable them to adapt to new and evolving processes.

With an extensive network of training resources, your organization can offer tailored programs to address these gaps. In turn, employees are empowered to enhance their abilities and contribute more effectively.



Implement mentoring, coaching, and professional development opportunities

We believe in the power of [one-on-one](#) guidance and support, which is why your approach should go beyond generic training programs.

Providing mentoring and coaching opportunities helps employees unlock their full potential. Connect your team members with relevant professional development workshops and seminars to foster a culture of continuous learning and improvement.

Foster a learning culture that encourages growth and personal advancement

A learning culture is the backbone of thriving organizations, driving continuous improvement and innovation.

Encourage curiosity and innovation by providing employees with access to training programs, workshops, and skill development opportunities.

With a learning-focused atmosphere, your employees feel valued and motivated to expand their knowledge and expertise. This leads to higher retention rates, increased job satisfaction, and a workforce that is adaptable to the evolving needs of your business.



Step 3:

Implement Performance Evaluation and Feedback Systems

An effective performance evaluation and feedback system go hand-in-hand with providing development opportunities and paths to promotion for high-performing employees.

We've found that to really have a successful retention program, organizations need to be fully engaged and consider various initiatives like completion bonuses and timely promotions.

As a result, you'll create a culture of excellence where employees are encouraged to grow professionally and stay committed to your company's long-term success.

Design a performance evaluation framework with measurable goals

Performance evaluations are crucial for employee growth and organizational success. Create a comprehensive evaluation framework that includes specific and measurable goals aligned with your company's objectives.

While this can look vastly different from one organization to another, all organizations should make the evaluation process fair, transparent, and encourage employees to strive for excellence.

Regularly provide constructive feedback and performance reviews

We cannot understate the importance of ongoing feedback and open communication.

Establish regular performance review cycles, during which employees receive constructive feedback on their strengths and areas for improvement. Consider including feedback from their peers as well.

But don't stop there. It's just as important to receive feedback from employees on their manager's (and company's) strengths and areas of opportunity. Two-way feedback cultivates a culture of trust and continuous improvement, motivating long-term staff to reach their full potential.

Recognize and reward exceptional performance

It's vital for organizations to [recognize and reward](#) exceptional performance. Build a robust employee recognition program that celebrates milestones, achievements, and contributions.



**Everyone likes
to feel appreciated.**

These initiatives not only motivate talent
— but also create a positive work environment
that fosters loyalty and commitment.

The more you get to know your employees, the more individualized your recognition and rewards can be. Examples of initiatives that Helpmates celebrates include:



Specialist of the Month



National Staffing Employee Week



Sharing positive client feedback



In-Person Appreciation Visits

Build strong and enduring relationships with your employees by acknowledging their individual strengths and accomplishments — you'll find it's a powerful driver of employee engagement and retention.

Ensure development opportunities and paths to promotion for high performers

All companies have them: High Performers. Nurturing your high performers is part of recognizing and rewarding exceptional performance, yet deserves a section of its own.

These employees carry massive potential for your organization, so create clear development paths and opportunities for their career advancement. Invest in their growth, further develop their skills, and enable them to take on more significant responsibilities and leadership roles within the company.



Step 4:

Maintain a Positive Work Culture

A positive work culture is the bedrock of a successful organization.

Not only does a positive culture attract top talent, it creates an environment where employees thrive because they feel valued, supported, and motivated to perform their best.

Cultivate a supportive, inclusive, and engaging work environment

A positive work culture has three key elements: support, [inclusivity](#), and engagement. These elements build a sense of camaraderie and trust among staff, leading to higher job satisfaction, increased morale, and — you guessed it — reduced turnover rates.



Supportive Environment

Provide a safe and supportive workplace that encourages employees to openly share their ideas, concerns, and aspirations. In turn, you'll likely experience improved collaboration and problem-solving.



Inclusivity

Emphasize inclusivity and diversity among your teams. Celebrate individual differences and actively work to ensure that everyone feels welcomed and embraced, regardless of their background or identity. This creates a sense of belonging and mutual respect among employees.



Employee Engagement

Gallup defines employee engagement as “the involvement and enthusiasm of employees in their work and workplace” — and high engagement is vital to your organization’s success.

Take a personalized approach to engagement. Learn the unique needs and preferences of your employees, then create an atmosphere that meets those needs. **Engaged employees are motivated employees who advance your organization forward instead of holding it back.**



Personalized Engagement Examples

✓ Tailored Benefits

In addition to the basics (medical, dental, and retirement plans) consider including things like fertility coverage, adoption financial assistance, paid time off for volunteering, reward and discount programs, child care assistance, wellness plans, etc.

✓ Employer-Sponsored Education Benefits

87% of workers believe employers should be investing in their continued education⁵. From leadership and training certificate programs to new degrees in skilled trades, education benefits are a valuable way to upskill and reskill employees.

✓ Recognition Programs

For some employees, a simple ‘thank you’ is all they need for a job well done — and for others, small tokens of appreciation go a long way. Helpmates uses [Cooleaf](#), an internal social platform that helps employees connect and recognize each other.

✓ Social Events

Monthly happy hours, birthday celebrations, family-friendly events — whether it’s onsite or offsite, get social and connect outside of the regular workday.

✓ Town Halls

Transparency is king. Host company-wide town halls on a monthly or quarterly basis. Share company news and updates, celebrations and milestones, solicit feedback, and facilitate conversations between all levels of employees.

Encourage teamwork, collaboration, and open communication

You've heard the age-old adage: Teamwork Makes the Dream Work. Collaboration and open communication drives a strong and cohesive workforce.

Implement initiatives that promote teamwork and open [communication](#) among employees and departments. These can be work and non-work related, such as:

- Monthly team lunches (no work talk allowed!)
- “Get To Know You” activities
- Cross-Departmental project collaboration

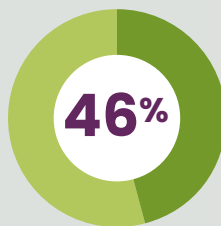
Breaking down silos and encouraging idea-sharing allows long-term staff to work together cohesively, driving innovation and efficiency.

Prioritize work-life balance and employee well-being.

Work-life balance and employee well-being are vital factors in retaining top talent. Consider these statistics:



Percent of employees with flexible schedules are more productive⁶



Percent of employee expectations around happiness at work has increased in just one year⁷



Percent of company leaders rank employee well-being as a top priority⁸

*Companies offering flexible work are **adding headcount** twice as fast as companies that require mandatory in-office work⁹*

Implement policies and programs that support work-life balance and well-being, such as:

- Flexible schedules
- Hybrid and remote work
- Wellness initiatives
- Floating holidays for religious holidays and heritage days
- Generous PTO
- EAP (Employee Assistance Program)
- Diversity, Equity, Inclusion, and Belonging

By prioritizing employee well-being, you foster a positive work culture where long-term employees feel cared for and valued.



Step 5:

The Value of Staffing Agencies for Talent Solutions

At this point in the guide, you may be thinking “This all sounds great — but I don’t even know where to start!” **That’s where staffing agencies come in.**

Staffing agencies can add immense value for your organization when it comes to short and long-term talent solutions.

By partnering with a staffing agency, you gain access to their extensive network, expertise, and resources — streamlining your recruitment process and ensuring you find the best-fit candidates for your staffing needs.



The long-term advantages of investing in staffing agency support

Partnering with a staffing agency is an investment in your organization’s long-term retention strategy. Staffing agencies offer numerous [advantages](#):



Enables you to build a stable workforce faster



Reduces recruitment and training costs



Improved workforce flexibility



“Try before you buy” a candidate before you [commit](#)



Lower overhead costs



Key benefits of converting temporary staff into permanent employees

Converting temporary staff into permanent employees brings several benefits to your organization.

It reduces turnover and the associated costs of hiring and training new employees.

It also enhances team cohesion and knowledge retention, as long-term employees become experts in their roles and contribute to a seamless workflow.

Moreover, permanent employees tend to exhibit higher levels of motivation, engagement, and commitment, leading to improved performance and overall organizational success.

How long-term employees contribute to organizational growth and stability

Long-term employees provide stability and continuity to your organization. They accumulate valuable institutional knowledge and experience, which they can leverage to:



Drive Innovation



Problem-Solve



Improve Processes

Furthermore, these employees often become brand ambassadors. They build strong relationships with clients and customers, contributing to customer satisfaction and loyalty.



Step 6:

Choosing the Right Talent Solutions Partner

When your organization decides to bring in help and partner with a staffing agency, it can be overwhelming. How do you know you're choosing the right agency? Will they ultimately have your best interests (and bottom line) at heart?

Use these tips to ensure a seamless recruitment process that results in the perfect fit for your organization.

Evaluate the expertise of a staffing agency specializing in your industry

Just as your organization specializes in certain products and services, so should your staffing partner.

Helpmates focuses on a few areas of specialization, so you can be confident that the unique challenges and requirements specific to your industry are fully understood by our team of staffing experts.

Consider their track record, reputation, and ability to align with your long-term goals

When choosing a talent solutions partner, consider their proven ability, proof of impact, added value. Look for:



Case Studies

See the types of challenges they've helped other companies overcome.



Online Reviews

Social proof is a powerful thing. Look at sites like Great Recruiters, Indeed, and Google.



Awards & Affiliations

From safety to industry expertise, you can learn a lot about staffing agencies' values by their awards and affiliations.



Value-added services

This can vary by agency. Helpmates offers: quarterly educational workshops and seminars conducted by HR experts, labor market trends, quarterly labor law updates, employee compliance, risk management and team-building resources.

Having worked with a diverse range of clients for more than 50 years, Helpmates takes pride in our track record of successful placements and happy clients. Our reputation speaks for itself, showcasing our commitment to helping workforces thrive with 360° support.

Collaborate closely with the agency to ensure effective talent acquisition strategies

You don't have to look very far to find companies who have had poor communication and frustrating experiences with staffing agencies.

Yet, there are reliable staffing agencies out there. These agencies work hand-in-hand with your team, meet your specific needs with tailored talent acquisition strategies, and provide reliable candidates fast.

Helpmates takes a thorough approach to gather information about your business by learning your culture, operations, and the processes that drive your success — helping to deliver a value that “matters most.”

Conclusion

Thank you for taking the time to read this manager's guide. We hope it serves as a valuable resource for building — and maintaining — a quality workforce.

By following these six essential steps, managers can successfully convert temporary staff into long-term assets.

Implementing a comprehensive onboarding program, providing continuous training, establishing performance evaluation systems, fostering a positive work culture, and collaborating with the right talent solutions partner will contribute to building a loyal and talented workforce.

Remember, investing in your employees' growth and development is a strategic investment in the long-term success of your company.



- ¹ Celayix: [Employee Turnover Costs and The Importance of the First Year](#)
- ² Staffing Hub: [The State of Staffing 2023: Recruitment Trends, Challenges and Solutions](#)
- ³ Indeed: [Estimating the Cost of High Employee Turnover](#)
- ⁴ Gallup: [The Cost of Replacing an Employee](#)
- ⁵ Business Wire: [Rising Employee Expectations on Employer-Sponsored Education Benefits](#)
- ⁶ Top Workplaces: [A Guide to Employee Well-Being](#)
- ⁷ Indeed & Glassdoor's [Hiring and Workplace Trends Report 2023](#)
- ⁸ Forbes: [Addressing Burnout, Flexible Work and a People-First Work Culture in 2023](#)
- ⁹ Fortune: [Companies Offering Remote Work are Growing Faster](#)

About Helpmates

Founded in 1972, Helpmates provides the staffing and recruitment stability, know-how, and all-encompassing need to help businesses and candidates thrive. One thing will never change about us: our rooted purpose to be a positive impact on the lives and businesses we serve.

Helpmates specializes in: Administrative, Accounting & Finance, Distribution & Logistics, Manufacturing & Production, HR, Customer Service, and Non-Clinical Healthcare.

To learn more about our award-winning staffing agency, visit helpmates.com. If you've got a staffing challenge that you'd like perspective on, get in touch at info@helpmates.com.

