

How to Magnetize Your Workforce in an Uncertain 2024

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Abstract

How Leaders Create a Magnetic Workplace

In a rapidly changing, uncertain, more complicated, and volatile world, Leaders are faced with many challenges when it comes to attracting and retaining their workforce.

Globally, there is a shortage of quality staff, where the demand for skilled workers is highly competitive. Hence a key challenge for Leaders in all business sectors is attracting and retaining employees with the skills and expertise they need to succeed.

Fostering a Magnetic Workplace is the responsibility of Leadership – not HR. It requires an intentional approach under four key strategic elements:

1. Attract
2. Engage
3. Develop
4. Retain

A magnetic workplace is quite simply a place where people want to come and work, and staff want to stay. In a new post COVID era, it is clear the social contract with staff has changed, but also many traditional attributes that attract and keep staff have been reaffirmed. Creating a Magnetic Workplace is the role of a Leader.

Whilst there will need to be many tactics and strategies to attract and keep staff, the fundamental drawcard for attracting new staff, and gravitational force for retaining existing staff is CULTURE.

There are new and emerging trends that leaders must be aware of and take heed of in order to ensure they attract the right staff, meaningfully engage with their employees, develop their people in a contemporary adult learning way, and if done well, there is a higher likelihood they will retain their staff.

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The presentation will provide practical tools, tips and frameworks for participants to walk away with and readily apply in their own settings

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