

Top Drivers of Attraction, Retention, and Engagement

Top Attraction Drivers	Top Retention Drivers	Top Engagement Drivers
Competitive base pay	Organization's reputation as a great place to work	Senior management sincerely interested in employee well-being
Career advancement opportunities	Satisfaction with the organization's people decisions	Improved my skills and capabilities over the last year
Challenging work	Good relationship with supervisor	Organization's reputation for social responsibility
Convenient location	Understand potential career track within organization	Input into decision making in my department
Flexible schedule	Ability to balance work/personal life	Organization quickly resolves customer concerns
Learning & development opportunities	Fairly compensated compared to others doing similar work in my organization	Set high personal standards
Vacation/paid time off	Work in environment where new ideas are encouraged	Have excellent career advancement opportunities
Reputation of the organization as a good employer	Competitive training	Enjoy challenging work assignments that broaden skills
Reasonable workload	Input into decision making in my department	Good relationship with supervisor
Organization's financial health	Organization's reputation for social responsibility	Organization encourages innovative thinking

Source: Towers Perrin 2007-2008 Global Workforce Study