

MEDIA CONTACT:
Sal Vittolino
(610) 649-9292 X 102
sal@buchananpr.com

Companies Least Prepared For Keeping Employees Engaged In Their Jobs & Baby Boomer Retirements, Says Survey

PURCHASE, NY – September 27, 2006 – Keeping mid-career employees fully engaged in their jobs is one of the top two challenges facing human resource professionals, and is the biggest problem for which they are least prepared, according to new data from a survey just completed by **Sirota Survey Intelligence**, specialists in attitude research.

The human resource challenges that are having the most impact on organizations during the next three years, according to the Sirota survey of about 100 HR professionals, include:

- Recruiting talented, experienced and high-potential employees
- Keeping mid-career employees fully engaged in their jobs
- Post-hiring training and mentoring, also known as “onboarding”
- Employees voluntarily leaving their jobs
- The expected wave of Baby Boomers retiring

Among these challenges, human resource professionals say they are least prepared for keeping mid-career employees engaged in their jobs, followed by the expected surge in Baby Boomer retirements.

The challenges human resource professionals say their organizations are most prepared for are: telecommuting workers, accommodating part-time employees and flexible schedules, and recruiting talented employees.

“While companies successfully and aggressively recruit high talent employees, they continue to struggle with their retention,” said **Douglas Klein, President of Sirota Survey Intelligence**. “In fact, much of management’s difficulty stems from their inattention to the personal and performance-related needs of these individuals.

“These high talent folks require the same kind of attention that all employees need – a basic sense of equity or fair treatment; a sense of achievement, including a clear mission that they can believe in; available resources (and rewards) and continued development, and finally, a sense of camaraderie. When these three basic elements are lacking, their enthusiasm will wane and they will get restless. While this is true for *all* employees, the highly mobile ones are in the best position to act on their dissatisfactions,” said Klein.

“As labor markets tighten up in light of expected Baby Boomer retirements and other factors, companies need to aggressively identify the core and variable elements of the employment value proposition as these individuals move through the stages of the employment life cycle with their

Sirota Survey Intelligence / 2

employers. Having an effective program to measure employee attitudes and take action on the findings is an important place to start,” continued Klein.

According to the survey results:

Challenges Having A Major Impact On Organization

Challenge	Now	In 3 Years
Recruiting	64%	68%
Keeping mid-career employees engaged	43%	58%
Onboarding	57%	53%
Employees voluntarily leaving	37%	44%
Expected Baby Boomer retirements	22%	38%
Accommodating part-time employees and flexible work schedules	24%	33%
Accommodating telecommuting workers	13%	18%

Challenges Organizations Are Least Prepared For

Challenge	Percent Ill-Prepared For Challenge
Keeping mid-career employees engaged	48%
Expected Baby Boomer retirements	45%
Employees voluntarily leaving	44%
Onboarding	34%
Recruiting	29%
Accommodating part-time employees and flexible work schedules	25%
Accommodating telecommuting workers	22%

About Sirota Survey Intelligence and This Survey

Founded in 1972, Sirota Survey Intelligence (www.sirota.com) specializes in attitude research. Headquartered in Purchase, NY, Sirota has conducted thousands of attitude surveys around the world that have helped organizations build strong, productive relationships with their employees, customers, communities, opinion leaders, investors, suppliers, and other publics. The major results of their surveys have been summarized in *The Enthusiastic Employee: How Companies Profit by Giving Workers What They Want* (Wharton School Publishing www.enthusiasticemployee.com).

The findings for this release are based on an opportunity sample of approximately 100 HR professionals representing Fortune 500 companies and other organizations. These individuals gave us input on challenges related to managing various stages of the employee life cycle.