



Mintago

# How to stop your competitors poaching your top talent

A quick guide for savvy HR leaders

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Recently, a HR Director told me what was keeping her awake at 3am...

It was about her product team



**“I know that this week alone, they’ll have had about 10 emails each from various headhunters offering them new positions,” she said...**

**“Every single one of them!  
And for more than we can offer.”**



Sure enough, the turnover of the product team at her organisation was so high it would make your eyes water.

# **This probably sounds very familiar to you...**

Every HR leader has a similar story to tell about their most valuable and valued employees.

The ones with the real in-demand skillsets...

The ones who are constantly fielding job offers and new opportunities...

The ones people are falling over themselves to hire...

The ones who can write their own cheques...

And it's infuriating.

**How are you supposed to take responsibility for something you have so little control over?**

# You start by recognising the scale of the problem...

You know how fierce the war for talent is when it comes to the most in-demand skillsets.

And you also know the immense value they have to offer.

After all, you're familiar with the **Pareto Principle**, right?

**That's the idea that 20% of your employees are responsible for 80% of the value of your company.**



In fact, business thinkers have taken this idea even further.

It's now understood that **even within your top 20%, the top 20% of those people will be responsible for generating 80% of the value of that group...** and so on...

In an article from a few years back, the Harvard Business Review even cited the incredible statistic that **the top performers in an organisation could be up to 400% more productive than the average...**

**Not 400% more productive than the worst –  
400% more productive than the average!**

Hard to believe that the difference can be so great. But when you think about, you instinctively know it's true...

**You know which are those few key individuals whose departure could seriously affect your business for the worse.**

**You can picture them now in your mind,  
can't you?**

So the question becomes not whether you should do what you can to keep hold of these people, but how...

**How can your organisation keep hold of your star performers in the current war for talent?**

...By copying what other successful companies do.

**Those organisations that don't just have high retention, but high retention of their top performers.**

And this is where we turn to the story of company that lost several of its most skilled employees to a competitor offering thousands of pounds more per year in base salary...

# Well guess what?

After a few months, almost all the employees who left came back. And not only that...

When another competitor tried to poach the same company's sales team with higher salaries...

**Not a single person left. They all stayed put.**

What's this company's secret?

**How were they able to command such high levels of loyalty?**



How are they able to get **employee NPS numbers in the high 70s** – year after year?

Because they offer a **great company culture**.

This company – and many others – has responded to the challenge of satisfying top performers...

**By creating a flexible and supportive culture where people prefer to work – even if it doesn't pay the highest.**

Now, as a savvy HR leader, you know how hard it can be to create a great culture...

**So how can you achieve this in your organisation?**



# Key steps to creating a flexible and supportive culture

## Step 1

Recognise the key elements of a flexible and supportive culture – a culture that gives its employees more say in how and when they work, which encourages people to feel seen and heard, and to bring their whole selves to work, and one which offers support for multiple life challenges, from becoming a carer to elderly parents to equal parental leave, to offering extra paid leave for emergencies, to offering a comprehensive wellbeing package...

## Step 2

You need to make sure the C-suite is aligned on the need for – and benefits of – such a culture. Only with active support across the business can HR really make strides on culture – and not even the most competent HR leader can create a great culture on their own...

## Step 2a

If the C-suite is not aligned, create an evidence-based business case for a great culture, using people data from within the business...

### Step 3

Create an evidence-based diversity and inclusion strategy using your existing data – one that recognises all forms of diversity and includes clear and measurable targets...

### Step 4

Get employee buy-in, including creating culture champions throughout the business who can help spread the word for you...

### Step 5

Communicate progress and benefits frequently, using as many channels as possible, from the internal comms newsletter to communicating directly with managers and department heads, to regular monthly in-person meetings...

**You can start by modelling the success of organisations you admire in your industry. Look at those who've won awards for culture, or which are known to be the places where everyone wants to work.**

# What are they doing differently that you can copy in your organisation?

## One great place to start with building a great culture...

...With a holistic wellbeing strategy that includes the following elements...

Social Wellbeing	Physical Wellbeing	Mental (Emotional and psychological) Wellbeing	Financial Wellbeing
Healthy snacks and drinks provided	Life insurance	Access to employee assistance programmes	Cost of living support
Regular company social days	Private health insurance	Access to work mental health support	Discounts and savings at retailers and entertainment venues
Volunteering days	Private dental insurance	Occupational health services	Workplace pension management
Charity fundraising events	Subsidised gym membership	Network of trained mental health first aiders	One-on-one tailored financial support
A social committee	Subsidised cycle to work scheme		Remote financial wellbeing masterclasses
	Yoga sessions		
	Massage therapies		

You know the benefits of a good wellbeing strategy. In fact, you probably already have one in your organisation – over 50% of UK businesses do, according to the CIPD...

**Trouble is, not all wellbeing strategies are effective.**

If you're suffering low engagement metrics and high staff turnover, it's likely that your wellbeing strategy isn't working as well as it should.

**So where do you look to make improvements?**

**What should you prioritise?**

**When it comes to your top performers, you'd benefit most by focusing on financial wellbeing. Here's why...**

Your top performers are likely also your top earners.

**And the more an employee  
earns, the more they benefit  
from financial wellbeing**

Think about it...

The more disposable income an employee has, the more likely they are to want to save for a house...

Or to start investing in stocks and shares to help safeguard their future...

Or even just to **talk with a financial adviser** about whatever financial goals are on their mind...

And the more they'll benefit from tax optimisation – for example via a **salary sacrifice scheme**.

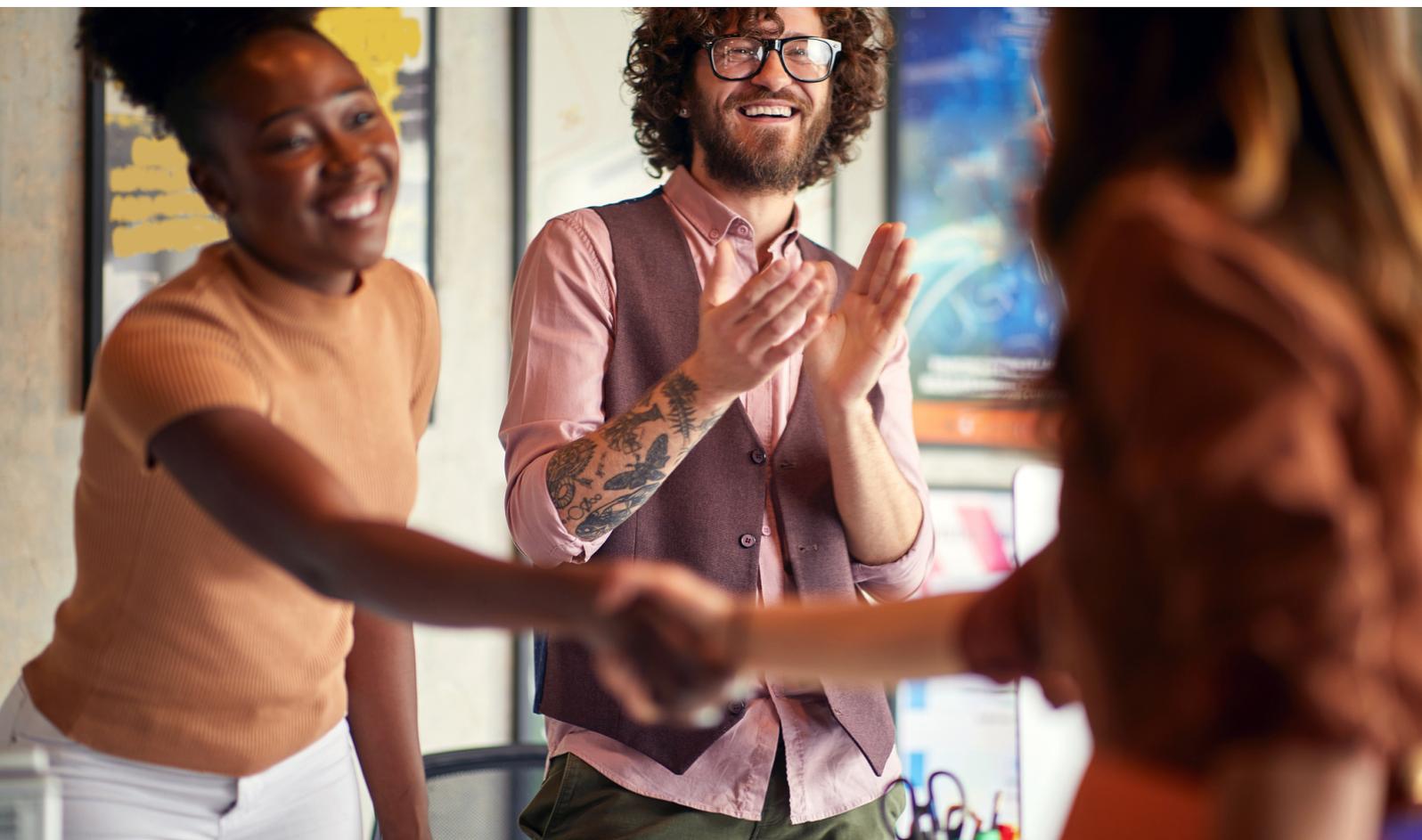
That's because a **salary sacrifice scheme** means the **employee will pay less tax and less national insurance...**

**And the more they earn, the bigger the tax saving!**

You get a happier, more motivated employee who's likely to stay with you – and you also get to **save on company tax and national insurance contributions** too.

**And that's just the tip of the iceberg when it comes to the potential benefits of financial wellbeing for your top earners...**

To find out more about the many potential benefits – including **higher engagement, higher retention, and better mental health...**





See how a modern, 21st century  
financial wellbeing platform  
could help provide your  
employees with the support and  
confidence they need to  
flourish...

Just drop us a line at: [contact@mintago.com](mailto:contact@mintago.com)

Call: 0207 117 2548

Or register for your no-obligation demo:  
<https://mintago.com/>

And we'll do the rest!

Download our sister report, titled  
**"How financial wellbeing is evolving: what savvy HR leaders need to know to get it right"**

# About Mintago

**Mintago is an FCA-regulated company that provides organisations with the UK's most holistic financial wellbeing solution.**

By equipping your employees with:

- Financial planning tools
- 1,000+ pieces of educational content
- Access to financial advisers and coaches
- A Money Helper AI
- A state-of-the-art pension management dashboard

You can support them with everything they need to navigate their financial lives with confidence and help create a flexible, supportive workplace culture that increases productivity, boosts retention and increases engagement.

**Mintago can also help your organisation potentially save tens of thousands in national insurance contributions.**



## How to stop your competitors poaching your top talent

Mintago helps employers support their employees on their journey towards better financial wellbeing.

Start supporting your employees' financial wellbeing with Mintago today.

[www.mintago.com](http://www.mintago.com)

