

5 quick retention wins for growing businesses



If you're experiencing high churn or low engagement, you're not alone; there are steps you can take to turn things around. This five-step checklist contains simple, practical actions that can help reset the tone, rebuild trust, and re-energise your team.

Step 1: Reconnect with your team

Goal: Open up lines of communication and understand how your team really feels.

Run a three-question anonymous pulse survey. Ask about morale, clarity of role, and motivation to stay.

Hold short, informal 1:1s with key team members: Start with “What’s one thing we could do to improve your experience at work?”

Acknowledge what you’re hearing, even if you can’t fix everything yet.

Step 2: Revisit your company culture

Goal: Clarify what your company stands for and make sure it’s reflected in everyday actions.

Define your “culture anchors” (e.g. trust, collaboration, ownership)

Ask: Do our values show up in day-to-day behaviour, or are they just on the website?

Create 1-2 low-cost changes that reflect your values (e.g. celebrate teamwork, reward openness, recognise initiatives)

Step 3: Recognise & reward consistently

Goal: Help your people feel genuinely seen, valued, and motivated to stay.

Start a simple, regular ritual like a “Team Hero of the Month” or weekly shoutouts in your team chats or during meetings.

Review your rewards. Besides monetary value, are they meaningful?

Explore ways to offer long-term incentives like share schemes.

🚀 Step 4: Show a path forward

Goal: Help employees see a future with your company.

Ask employees what growth means to them.

Share potential career pathways or development opportunities.

Create micro-promotions or project ownership opportunities – progress doesn't always need a title change.

📅 Step 5: Commit to one retention goal this month

Goal: Create momentum through one focused action.

Choose one thing from this list and do it this month.

Tell your team what you're trying and why.

Ask for feedback along the way – progress over perfection.

🌟 BONUS: Want to make an even bigger impact?

Companies that introduce share schemes often see a 95% improvement in retention, motivation, and team loyalty. **If you're curious about how that could work for your business, [we're here to help](#).** No pressure, just friendly, expert advice when you need it.