

SUMMARY

Attract and Retain Talent with Improvements to Job Quality

Employers that prioritize job quality become employers of choice, improving their ability to attract and retain talent.

WHAT IT IS

More and more, workers seek quality jobs. Those employers that prioritize job quality can attract and retain talent, often becoming an employer of choice. Job quality is measured by more than just pay. It includes, at minimum, characteristics like safe working conditions, stable and predictable hours and key benefits. According to the Good Jobs Institute, good jobs not only meet people's basic needs but also offer conditions for engagement and motivation. The first step an employer should take to improve job quality is to assess the quality of its existing jobs, starting with the positions that have the highest turnover or are most difficult to fill. Assessing job quality requires the use of a combination of administrative records, firm surveys and worker surveys. Once areas for improvement have been identified through the assessment, an employer can select strategies and actions that best fit their situation and goals.

WHAT IT DOES

- The US has an abundance of low-quality jobs, particularly those that do not pay enough or have deteriorating working conditions. These low-quality jobs are disproportionately held by women workers and workers of color, contributing to earnings and wealth gaps. Improving job quality is an important component of inclusive and equitable economic growth.
- At the same time, the US faces an on-going labor shortage and skills gap. Current efforts to address these challenges emphasize skills, education, and training. This approach can only go so far on its own. Improving job quality is an essential and complementary strategy that can help to bring more people into the labor force and connect them to employers.
- For employers, improving job quality can decrease costs associated with high turnover while improving productivity and performance. Higher employee job satisfaction can also translate to higher customer satisfaction and even increased sales. Furthermore, higher job quality can lead to an advantage over competitors in the labor market. This can then contribute to a better brand standing and awareness in both the labor market and the market overall.
- In contrast, disengaged employees cost an average of \$2,246, causing companies to spend up to nearly 34% of an employee's pay in costs associated with training new employees, low productivity, and absenteeism (cnbc).

WHO USES IT

CostCo

Walmart (Aspen Institute)

Gap

Moe's Original BBQ

Integrated Packaging Corporation (PCV)

Toyota

Marlin Steel (PCV)

WHERE TO FIND OUT MORE

[Aspeninstitute.org](#)

[Pacificcommunity.org](#)

[Commerce.gov](#)

[Urban.org](#)

[Amazonaws.com](#)

[Colorado.gov](#)

[Cnbc.com](#)

[Equitablegrowth.org](#)

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