Sujet n°19

Culture-Building Tips to Make Your Startup Attractive to Top Talent

Today's younger workers are not looking for the same things that their grandfathers wanted. Job security is universally desired, but nobody in their 20s still looks at a position as one they will have for the next three decades. Pensions are also largely a thing of the past, so Millennials[1] want a place where they can make a
5   difference — both doing meaningful work and boosting their own skill sets. If you can't provide engaging, challenging, high-level work with a purpose, you are going to have an increasingly difficult time finding talented workers.

To attract the best, you need a culture that is appealing and gives people a reason to come to work. If you can hone[2] this, you can get better employees. Here are a few
10   ways to improve and modernize your company culture.

Decide which things are most important to you as a leader. Adopt a few core principles and clear organizational priorities. By having clearly demarcated values that everyone can learn — and, more importantly, can actually see displayed throughout the office — you will show everyone that there is a solid, unmoving
15   foundation on which all their work is built.

Getting employees through the door is just the start. Now you need to train, retain and — most importantly — inspire them to put their talent to work for you. To lead a company that is truly hitting its full potential, you need to make people excited to come to work.

20   Training and encouragement to learn more are an absolute must in a modern company. Workers want to grow and become smarter over time. If you simply take, take, take what they give and never offer a way to give any knowledge back, then the young people who work for you won't want to work for you much longer.

Adapted from *www.smallbizdaily.com*, January 4, 2017

1. Millennials are also called Generation Y; the expression refers to people who were born between 1980 and 2000
2. to hone: affiner