What are some questions to be asking if getting the right talent onboard and keeping people in place are key priorities?

1. **What do you tell your family or best friend about working here?**

What is said about your organization without any filters? What is admired, feared or laughed about? How is your culture viewed?

1. **Are most days glorious or is it really “just a job”?**

Asking this question can generate intel for your marketing team or help you course correct if the trends are in the trash.  A key outcome would be the development of your organization’s persuasive story.

1. **Are we hiring retainable employees?**

If your goal is to hire people who stay with you for a while, you’ve got to have room for them to move upwards or laterally. If that’s not feasible, then you better have meaningful project work OR (*gasp*) go hire the solid “B” player. Still compelled to hire nothing but superstars? That can work too. You just have to make sure you can get the value out of them for the time they are with you.

**4. Why are people leaving and do we care?**

You should care if you are losing highly productive employees because they work around a bunch of slackers. If your brightest engineer wants to leave to spend more time with the grandkids, you need to ensure a transfer of knowledge has occurred.

By Kathy Rapp, SVP, hrQ