

By Michael Clark



How to Attract New Employees and Retain Your Talented Team

In today's competitive job market, small businesses are constantly seeking ways to attract and retain top talent. One often overlooked strategy is offering voluntary benefits to employees. While large corporations may have the budget for comprehensive benefits packages, small employers can provide value by offering voluntary benefits. These are employee-paid perks that can enhance traditional benefits and provide a win-win solution for both employers and employees.

Here are several reasons why dental laboratory employers should consider offering voluntary benefits:

1. Boost Employee Satisfaction and Retention

Offering voluntary benefits can improve employee morale and job satisfaction. When employees feel valued and supported through additional benefits, they are more likely to stay loyal to your lab. Retaining talented employees reduces the costs associated with turnover, such as recruitment, training, and lost productivity. Additionally, employees who feel they have access to comprehensive benefits, even if they are voluntary, tend to have higher engagement levels.

2. Cost-Effective for Lab Owners

One of the main reasons small businesses hesitate to offer extensive benefits is the cost. However, voluntary benefits are typically low-cost or no-cost to employers because they are employee funded. Offering access to a wide range of benefits, such as supplemental health insurance, disability insurance, or wellness programs, allows employers to provide a more comprehensive benefits package without significantly increasing their overhead.

3. Attract Top Talent

In the hiring process, a competitive benefits package can be just as important as salary. Candidates often look for employers who provide flexibility and options for personal and family needs. By offering voluntary benefits like life insurance, critical illness

coverage, or financial wellness programs, small businesses can stand out in a crowded job market and attract talented employees who value a diverse set of offerings.

4. Customization and Flexibility for Employees

Voluntary benefits allow employees to choose options that suit their individual needs. Whether it's pet insurance, legal services, or accident coverage, employees can customize their benefits packages according to their personal circumstances. This flexibility is especially important in today's workforce, where employees from different generations may have varied priorities.

5. Support for Employee Well-being

Offering voluntary benefits that focus on mental, physical, and financial well-being can foster a healthier, more productive workforce. Programs like employee assistance programs (EAPs), wellness incentives, or access to counseling services help employees manage stress and improve their overall quality of life, leading to fewer absences and greater productivity.

In conclusion, voluntary benefits provide a simple and cost-effective way for small employers to enhance their offerings, boost employee satisfaction, and compete in today's dynamic job market. These benefits can help foster a positive workplace culture, reduce turnover, and attract top talent, all without significantly increasing costs.

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