

# ATTRACT & RETAIN IN 2025

## The impact on your business of failing to attract & retain people

48% of recruitment decision-makers at large UK firms say filling vacancies is a key issue in 2025.

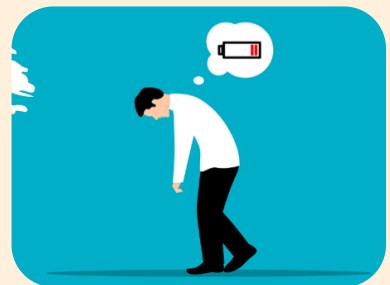
Longer hiring times create a loss of 6 working weeks a year, a loss of £90.2 million in productivity nationwide.

Slow, poorly structured hiring processes cost an additional 3 weeks, £42.5 million in lost productivity.<sup>1</sup>

Inadequate budgets<sup>2</sup> affect morale<sup>3</sup> which leads to stress, which leads to sick days, which have increased by 41%<sup>2</sup> to 7.8 days per employee.<sup>4</sup>

79% of British workers have contemplated leaving their current roles.<sup>5</sup>

41% say employees had resigned within their first 12 weeks.<sup>6</sup>



## Why do companies struggle to attract & retain?

### Lack of flexible work options



75% of recruiters say candidates have rejected jobs that lack flexible working & employers without hybrid are less attractive.<sup>7</sup>

73% of employers globally have lost employees due to the lack of hybrid.<sup>8</sup>

### Lack of recognition/appreciation

Over half feel their skills are not fully recognised.<sup>5</sup>

The UK has an Appreciation Index score below the global average.<sup>9</sup>

Only just over half of UK workers report a high state of wellbeing at work.<sup>10</sup>



### Lack of opportunities

Over 55 per cent feel they could contribute more if given the opportunity.<sup>5</sup>

Many see a lack of managerial support & promotion opportunities as major barriers.

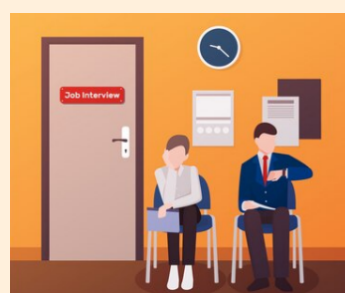
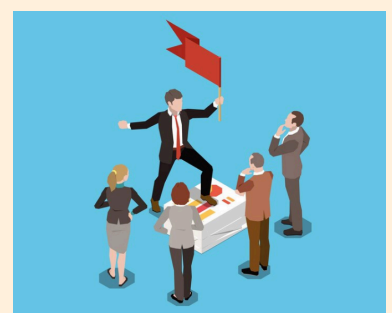
68% of UK workers have changed jobs due to a lack of L&D opportunities.<sup>2</sup>



### Poor management

Only 23% of HR leaders feel there are rising leaders who can meet the company's future needs.<sup>10</sup>

56% think making people leaders based only on hard skills can hinder business growth.<sup>11</sup>



### Poor hiring processes

45% drop out when applications take too long.<sup>2</sup>

74% avoid roles with no salary.

49% will not apply if the job description is vague.

1: [The Global Recruiter](#)

5: [The Global Recruiter](#)

9: [Reward Gateway](#)

13: [The Global Recruiter](#)

2: [Totaljobs](#)

6: [HR magazine](#)

10: [xcd HR](#)

14: [Employee Benefits](#)

3: [Gallup](#)

7: [The Global Recruiter](#)

11: [The Global Recruiter](#)

4: [Investors In People](#)

8: [Forbes](#)

12: [Employee Benefits](#)

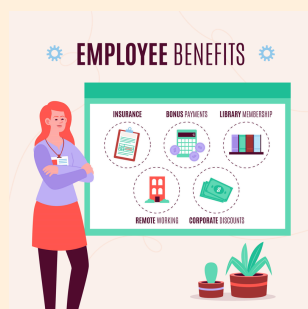
## What you can do about it

Provide a career path and opportunities for growth  
53% of Gen Z workers value learning for career growth, 16% higher than other generations.<sup>10</sup>  
62% of organisations increased their training budgets in 2024, up from 48%.<sup>6</sup>



## Be flexible

Stand out from your rivals - if you're hybrid and they're not, people will want to work for you.



## Increase benefits

54% of employers have started or plan to roll out new employee benefits in the first quarter of 2025.<sup>12</sup>

## Improve the process for selecting and training managers

58% of workers believe high performing teams have leaders with stronger soft skills e.g. communication, emotional intelligence and teamwork – over technical ability.<sup>11</sup>

99% of HR leaders agree that leadership training is an effective approach to combating a toxic workplace culture.<sup>6</sup>



## The benefits to your company

### Productivity & growth improve

69% of flexible businesses report improved productivity in their workforce.<sup>13</sup>  
88% of British employees work harder when appreciated for their work, engagement increases as does job satisfaction.<sup>9</sup>  
c60% of hybrid companies are optimistic about their business growth in 2025 & 41% are confident about expanding their workforce, compared to 19% & 9% of non-hybrid companies.<sup>13</sup>

## People want to work for you

Flexible policies enhance the ability to attract & retain top talent.<sup>13</sup>  
Hybrid working reduces quit rates by 33% without damaging productivity.  
Being appreciated makes 88% of workers feel more loyal to their employer.<sup>9</sup>

## It's good financially

33% will forgo a higher salary to get private health insurance.<sup>2</sup>  
For every £1 spent on supporting mental health & wellbeing employers get c£4.70 back in increased productivity.<sup>4</sup>  
Almost half of hybrid and remote workers would take a pay cut of 8% on average to have work flexibility.<sup>14</sup>

1: [The Global Recruiter](#)

5: [The Global Recruiter](#)

9: [Reward Gateway](#)

13: [The Global Recruiter](#)

2: [Totaljobs](#)

6: [HR magazine](#)

10: [xcd HR](#)

14: [Employee Benefits](#)

3: [Gallup](#)

7: [The Global Recruiter](#)

11: [The Global Recruiter](#)

4: [Investors In People](#)

8: [Forbes](#)

12: [Employee Benefits](#)

To speak to a People First consultant about vacancies,  
please contact us on: 020 7796 3636 or  
by email: [mail@people-first.co.uk](mailto:mail@people-first.co.uk)

**peoplefirst**