

## Evaluating impact

When planning your retention strategy, consider how you are going to evaluate the impact of the changes you intend to make.

Being clear about what you want to achieve at the outset and making time to regularly review your activities will help you to assess how successful your strategy has been and whether any changes need to be made.

Evaluating your activities will also help into better communicating what your organisation is doing around retention and the value it has. It will also help identify any risks and issues and recognise where you have done good work. The following evaluation process will help you to think through how you will measure the impact of your retention activities from the start.

Evaluating impact by:

1. **Define your objectives** Make sure they are clear, measurable, and relevant to your staff groups, team or organisation. Getting your objectives right at the beginning will make it easier to measure them throughout.

2. **Identify your stakeholders** This will be all the people who will be affected by your retention initiatives. Consider who you can work with collaboratively to deliver your retention activities, such as your improvement team and OD leads, and identify the benefits you hope to achieve.

3. **Map tasks and activities** Think about what activities you will carry out to meet your objectives and how each of these will help influence the behaviour of your stakeholders.

4. **Define your performance measures** To assess performance against retention activity objectives, you will need to identify which elements of the activities worked well and which worked less well. Think about impact

and outcomes as well as financial or staff turnover targets.

the electronic staff record (ESR), exit interviews and feedback from staff.

6. **Identify risks and constraints** These will include financial risks and resources, and the time and capacity of staff you're asking to support your retention activities.