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New data says Great Resignation 2.0 is on the horizon

It is being called the “Great Resignation 2.0.” A new survey found that 3 in 10 American workers plan to quit their jobs by the end of 2024.

“Workforce participation still remains at pre-pandemic levels,” says Rob Wilson, President of Employco USA and employment trends expert.

Wilson says that we have 8.1 million job openings in the United States but only 6.8 million unemployed Americans.

“This means that if every unemployed American found a job, we would still have millions of job openings,” says Wilson.

What can employers do to increase employee retention?

Wilson offers the following tips on dealing with the Great Resignation 2.0:

Offer comprehensive benefits: “[A recent study](#) found that employees prefer a heftier benefits package as opposed to higher pay. From dental to vision to mental health to pet insurance, make your benefits package as unique and tempting as possible. Offering childcare reimbursement and student loan repayment will also make you a company that is very hard to leave,” says Wilson. “Some companies even offer adoption assistance and fertility treatment coverage, and again, these benefits are much too important for to pass up for many people.”

Be flexible. “Companies that provide remote or hybrid working arrangements are going to attract top talent,” says Wilson. “If you aren’t offering flexible scheduling options, you’ve already dropped several tiers in desirability. If you can’t offer remote or hybrid work, consider offering commuter benefits like Metra cards or Uber gift cards. Make getting to work as easy as possible for your workers, and then once they get there, make the workplace as desirable and comfortable as possible. A well-stocked break room, ambient lighting, and cozy office chairs can help to make the office more palatable for the wanna-be-remote crowd.”

Take a personal interest in your employees. “It’s harder to leave a company that cares about you. Take a vested interest in your workers and hire managers who will be pleasant and motivating. Personal conversations with your employees in which you thank them for their hard work individually and compliment their specific efforts will make them feel seen. It’s also important to make sure that your workers feel like they’re being mentored and that there is room for growth in your company, so it’s worth it to invest in a robust mentoring program in which you team up senior staff with newer hires.”

Wilson says that employers need to be aware of this growing trend of quitting and take active steps to prevent it before the Great Resignation 2.0.

“Take this new survey as a warning and respond *before* your employees start slipping away,” says Wilson. “Once one person leaves, it becomes easier and more tempting for others to follow suit. Stop the domino effect and make your workplace stand out as a desirable place to call home.”

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