



5 ACTIONS CONSULTING FIRMS TAKE TO CREATE A MAGNETIC WORKPLACE

Through my work at the Engineering Management Institute, I have had the chance to work with some great consulting engineering firms. In working with these firms, I have seen some patterns of actions across these firms that help them attract, develop, and retain top talent. Ultimately, they achieve this by creating a magnetic workplace. They don't just offer competitive wages; they offer so much more. In this video, I share with you five (5) actions these top firms take to attract, develop, and retain top talent.

1 - Provide Clarity to their Employees

How would you like working every day, but having no idea where you are headed or what your future opportunities were? When companies fail to provide clear career paths for employees, it's like their employees are rowing a canoe, in a fog. They are expected to keep working but have no idea where they are going. Great firms communicate future opportunities to their employees on a regular basis. They show them where they are headed.

2 - Pay Attention to Employees' Titles, Role Descriptions, and Career Progressions

This strategy fits nicely with number 1. It is great to provide clarity through conversations, but there are also tools that can be utilized to cement this clarity including job or role titles, role descriptions and clear career progressions. Do you think your professionals would prefer to be called Engineer 1, 2 or 3, OR maybe Project Engineer or Engineering Director? People's titles do affect their confidence level and their ability to represent your firm. Along with those titles, clear role descriptions make it clear to people what they are responsible for. And notice I am calling them role descriptions. No one wants a job; they want a role in something exciting. One way to share career progressions or pathways is to use Career Roadmaps. We build these for consulting firms so they can **show their employees how they can progress from one role to the next within the company**. Please don't underestimate the value of this action, these things matter to people, and these tools can be used both for existing employees and to excite prospects.

3 - Provide Learning and Development Programs to Support Growth

While the first two strategies I've discussed, of providing clarity around career growth and specific steps that can be taken, are great, what's even better is then showing employees how you intend to help them progress on those paths. **Great engineering consulting firms provide learning and development programs that build the skills their employees need to progress in their careers and become the best version of themselves**. Whether it is technical training, people leadership, project management, or seller-doer business development training, your employees probably need that support right now.



In a poll that we conducted on LinkedIn of over 700 engineering professionals, more than 50% said that career growth opportunities were what people were looking for from their employers, more than anything else. More than salaries, bonuses, health benefits, 401k and even more than work from home flexibility. At EMI, we have helped firms build learning and development plans that they can use to do 2 things: **one ensures your employees are happy because they have this support, and secondly develop your employees so your projects are as profitable as ever. Truly a win-win.**

4 - Give Employees Flexibility to Achieve Their Goals

The best engineering consulting firms that we've worked with **TRUST** their employees. They are not looking over their shoulders all day, especially in this virtual or hybrid world we live in. They give them clear expectations, ask them to execute on them, and then measure their performance. There is no need to monitor them every second. Great firms make sure their team members have these clear expectations and have ways to measure and discuss their progress regularly.

5 - Check in with Employees More than Once Per Year

Finally, great engineering consulting firms do not rely **ONLY** on an annual performance review to evaluate their employees and discuss future career opportunities. They do it much more often than that. Many firms we work with ask their leaders to have these types of conversations with their employees 2 to 4 times per year and on an as needed basis. This happens by ensuring leaders are constantly checking in with their staff and letting them know to come to them with any career related questions they have. Would you want to wait one year for feedback?

What's the next step for your firm?

So, there you have it, based on our work at EMI with great consulting engineering firms, this is what makes them great and allows them to attract, develop and retain top talent. At EMI, we help firms build professional development systems that consist of many of the tools needed to take the actions I have described in this document. We've helped firms build career roadmaps, redesign their role titles, and write better role descriptions, and of course we have designed and delivered many people leadership and project management training programs for our clients. We've even helped them develop hybrid work environment guidelines to ensure that clarity remains in a hybrid environment.

We can help you implement these strategies in your firm. If we don't already have a call scheduled, you can reach out to me through my contact information below.

On behalf of the team here at EMI, we look forward to working with you to help your firm grow sustainably.

Contact Us to Get Started on Your Professional Development System Today!

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