

Proactive Talent Strategies for a Green Workforce

No matter the size or stage of your business, there are steps you can take today to be well situated for success – welcoming new candidates and supporting current workers in ways that not only contribute to a thriving business model but to a fairer and greener economy.

Later Stage (Series C-D)

At this stage of business growth, recognition and incentives are an essential component of a compelling compensation package for existing and future employees. Implement performance-based incentives and support employee career advancement to sustain momentum and drive impact.

 Compensation	
	Offer Emergency Savings Accounts (ESAs) for employees to make monthly pre-tax contributions with an option for an employer match.
	Offer competitive and customizable benefits packages that cater to the diverse needs of your employees, including signing bonuses or relocation bonuses.
	Consider perks like stock options, profit-sharing, performance bonuses, and flexible work arrangements to bolster employee satisfaction and retention.
 Training	
	Be as transparent as possible about what employees stand to gain from acquiring new skills. Will it lead to internal recognition? A role change? A bonus or pay raise? Clear pathways for advancement provide a sense of direction and purpose, which drives increased engagement and retention.
	Instead of a generalized education stipend, prioritize funds dedicated to helping employees stay up-to-date on required certifications, or learn new skills that will give your business a competitive edge.
 Culture	
	Support employees that might want or need to pivot into a new role. If an employee's skillset doesn't match a particular job, work with them to see how they might be an asset elsewhere in your company.
	Conduct regular salary audits and actively address any disparities to ensure that employees are compensated fairly compared to other employees (checking for any gaps by gender, race, age, or other demographics).
	Don't stop at analyzing salaries. Also look for any demographic disparities in who is accessing training and advancement opportunities, who is being assigned leadership roles, and who is getting promoted.
	As you grow, obtaining meaningful and actionable feedback can feel more difficult. By establishing a regular cadence for gathering different types of feedback, such as one-on-one check-ins, monthly team meetings, quarterly staff gatherings, and pulse check surveys, you'll find it easier to distinguish isolated concerns from trends, and can respond accordingly.