

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.

Early Stage (Pre-Seed/Seed)

For smaller businesses and hopeful startups with limited budgets, tailor compensation packages, carve out time to invest in employees' skills, and create feedback mechanisms to lay the foundation for success.

 Compensation	
✓	Offering flexible work arrangements demonstrates a commitment to work-life balance, which is a priority for many employees. Options such as remote work, flexible hours, and compressed workweeks accommodate diverse lifestyles and responsibilities, improving job satisfaction and productivity.
✓	If you hire interns, look to local partners at workforce centers, community colleges, or nonprofits who may be able to help make sure those opportunities can be paid, either with wages or a stipend.
✓	If you are working with 1099 employees, have conversations with them about how your compensation package might include incentives like reimbursements for cell phone, Wi-Fi, travel, equipment or software expenses.
 Training	
✓	Consider revising your leave policies so that time needed to reskill or upskill is eligible and encouraged to be taken as paid time off.
✓	Establish a career roadmap with your employees to support their goals and professional aspirations.
✓	When possible, establish mentorship opportunities for employees to learn from each other, or from peers in the industry.
 Culture	
✓	Transparently provide salary ranges in job descriptions, even if you aren't yet able to match the highest pay bands in the industry. You can augment that information with other details from your compensation package and company culture that go beyond the traditional Equal Employment Opportunity (EEO) compliance language.
✓	At this stage, your workforce is small enough to integrate feedback on a regular basis. Whether feedback is informal or structured, the important thing is to prioritize two-way communication, to clarify which feedback you can act on, what you'll take into consideration, and what may have to wait and why.