



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.

Growth Stage (Series A-B)

For growth-stage companies, it's critical to establish a reputation and mission-driven brand culture. By doing so, you'll attract highly skilled talent to your team that will help you scale effectively while positioning you for future growth.

 Compensation	
	Go deeper in a particular area, such as increasing your contribution to their health care plan or diversifying your paid leave policies.
	Offer a broader array of benefits, such as transportation assistance, retirement plans, and employee assistance plans.
	Encourage employees to make use of financial coaching services that may be connected to their health insurance plans.
	Establish personalized recognition programs, such as employee of the month awards or peer-to-peer acknowledgments.
 Training	
	Use “team lunches” to offer professional development where staff can learn about emerging technology and industry trends.
	Use training models, including mentorships and online trainings, that are accessible to employees during work hours, rather than requiring that they use unpaid time off.
 Culture	
	Set up mechanisms to gather and integrate employee feedback on a regular basis, either in group or individual settings. Establishing the habit of soliciting and using feedback now will not only create a strong cultural foundation but also allow you to quickly respond to employee concerns or creative ideas that might strengthen your business strategy.
	It is hard for staff to fill a skill gap they don't realize exists, but transparency around skills doesn't need to be “scary.” Normalize proactively naming and communicating the skills you anticipate needing from employees. It might match areas where members of your team are already looking to flex.
	Conduct regular salary benchmarking to ensure that employees are compensated fairly compared to industry standards, as well as regional living wages.