# Reducing turnover of contract or freelance workers

It takes time to onboard freelance and contract workers. As they learn more about your business they become more valuable and it can be difficult to deal with interruptions to staffing. If you rely on contractors or freelancers, it's worth investing time in retention – there are big productivity gains to be had.

- **Effort:** Medium
- **Impact:** Medium

## Actions:

### Get an effective onboarding process in place for freelancers and contractors.

- **Impact:** Medium
- **Suggested duration:** 14 days
- **Why this will help:** It's tempting to assume freelancers can always hit the ground running. They may be highly skilled, but they still need the understanding of processes and company culture and access to tools that come from a well-run onboarding process.

### Talk to freelancers and contractors to figure out how you can make roles more attractive.

- **Impact:** High
- **Suggested duration:** 7 days
- **Why this will help:** Your freelancers are the best source of ideas of what you can do to improve retention. Feedback might range from advice on day rates to access to the canteen – you won't know if you don't ask.

### Use rolling contracts for freelancers that are in high demand.

- **Impact:** High
- **Suggested duration:** 14 days
- **Why this will help:** Rolling contracts are used to give both parties additional security. For example, you might introduce rolling 90-day notice periods for cancelling contracts that give you time to find a suitable replacement.

## *Action plan*

**Consider what benefits or social aspects permanent staff receive that can be extended to contractors without risking them being classified as an employee.**

- **Impact:** Low
- **Suggested duration:** 7 days
- **Why this will help:** Having the opportunity to socialise, as well as other perks, can be attractive for freelancers. Including them on team days out or social events is a great way to encourage loyalty and further embed them in your team.

**Book in regular reviews with contractors and determine what's been most effective at reducing turnover.**

- **Impact:** High
- **Suggested duration:** 30 days
- **Why this will help:** Getting regular feedback from contractors allows you to spot problems before they develop and improve the processes you use. Setting a goal related to contractor turnover increases focus on solving the problem.

### How will I know if my action plan is working?

**Way to measure success**
Turnover of freelancers or contract staff

**Why this metric?**
Reducing turnover of contract and freelance staff increases the value they can contribute.

**How do I start tracking?**
Keep track of the start and end dates of your contractors.