



**NEWS FROM THE TOP** Each month, we ask the top business professionals featured in the New Orleans 500 to weigh in on issues impacting the New Orleans business community. Have an idea for a survey question for the New Orleans 500? Email [rich@bizneworleans.com](mailto:rich@bizneworleans.com).

# How to Attract and Retain Employees

Local leaders share their strategies for success

BY RICH COLLINS

**S**ince the pandemic, and the so-called “great resignation” that came with it, the rules have changed for employers looking to hire and retain employees. With “job hopping” the new normal, business owners and managers are dreaming up new ways to entice workers and keep them in house — since the alternative can be much more expensive.

Employee benefits experts say employers should offer flexible work schedules and competitive salaries, while increasing 401K contributions and childcare subsidies. Investing in employee development and creating a positive work environment are also essential. To that end, experts recommend surveying your employees to find out what’s most valuable to them.

This month, Biz New Orleans asked members of the New Orleans 500 if their company has made any changes to work schedules or benefits to draw and keep employees during this era of hiring and retention difficulties. ■

## ANDY STERNAD

**Architect And Urban Designer**  
Waggoner & Ball  
Architecture/Environment



We are exploring remote work opportunities to access talent in other cities and will potentially open a new office location in another region in 2023. We believe our salary, schedule and benefits are competitive, but it is difficult to recruit specialty design expertise in New Orleans.



## ANWAR NASIR

**Executive Director**  
Louisiana Philharmonic  
Orchestra

We have maintained our flexible work location and hours policy from the pandemic to accommodate the changing needs of our employees. Our team members see this as a benefit, and it is a straightforward and reasonable accommodation to make as an employer.



**We are in the process of re-evaluating our current work schedule to attract additional employees with more efficient and productive schedules that can benefit them and our members. Flex time can be an empowering option for employees to take charge of their own schedule as they complete specific tasks and still maintain some routine office hours.**

**Lisa Barback,**  
executive director  
of the Westbank  
Business & Industry  
Association



## ROCHELLE FORD

**President**  
Dillard University

We are allowing some more hybrid work options and some remote options. We will continue to offer summer flexible work schedules, although different than before. We also are considering additional college tuition benefits.

## MIKE MASSEY

**founder and CEO**  
Locally



Locally has not experienced any hiring difficulties. Our last job listing had 400 applicants. We offer full-time work-from-home, generous benefits and stock options.