LOCATION IS MORE THAN A PLACE: IT’S A DYNAMIC FACTOR FOR YOUR COMPANY’S GROWTH.

Starting or growing a company pivots on your ability to find, hire and keep the right mix of people. When you choose a location, you also choose the conditions for employees’ professional opportunities and lifestyles, the context for their daily lives, and even corporate culture.

THAT’S WHY STRATEGIC HUMAN RESOURCE DIRECTORS THINK HOLISTICALLY ABOUT LOCATION. THEY EXAMINE A SPECTRUM OF FACTORS:

- Are there enough qualified potential hires in the area?
- Is this a place where prospective employees would relocate?
- Are current employees happy living here?
- Does this area offer educational opportunities, lifestyle amenities, and conveniences for staff at all levels and ages?

If the answer is no, you’ll have trouble growing and maintaining your business.

FLORIDA IS THE INTERSECTION OF ALL THESE KEY FACTORS.

It is the state where people most want to live, according to a 2015 Harris Poll survey. And the Sunshine State is one of the top two choices for each generation, from millennials to the 70+ crowd. Miami and Orlando are the fifth and tenth most-preferred cities in the country where people want to settle, according to the Harris research.

OUTDOOR AND LEISURE ACTIVITIES:

Employees are looking for things they can do outdoors throughout the entire year, said Susan Bernstein, PhD, a career and leadership coach. “If you’re in a state where there’s plenty of things to do nearby, you’ll entice people,” she says. An abundance of cultural activities nearby makes a location more attractive.

AMENITIES:

A Smart Growth America study showed that more companies are moving downtown or to suburbs rich with amenities, walkable areas and public transit. These expectations are shaping employees’ definitions of what a good place to work looks like.

EDUCATION AND FAMILY ACTIVITIES:

Employees with kids want good schools and a variety of afterschool activities. Kids don’t want to be stuck inside all winter, but would rather be running and biking outside, even in January. Families value doing fun things outside on weekends.

“People spend a lot of time working, so being able to enjoy their leisure time and possibly raise a family in a good climate is important.”

— Susan Bernstein, PhD

AIRPORT ACCESS:

Consider a location with easy access to a major airport. “If you need your employees to go on an airplane fast, and the closest airport is three hours away, it makes things difficult,” says Bernstein.

COLLEAGUES AND COWORKERS:

Smart people want to work with smart people. Is there a critical mass of like-minded professionals to support chapters of professional associations and societies? It’s true that you might lose staff to competing or complementary companies. But that goes both ways: you can recruit from the rich talent pool too.

LOCATION, LOCATION, LOCATION.

Give your company the best chance for success by putting down roots in a state where people want to live and work. Florida consistently ranks at the top of that list, making it easier to recruit top talent who will want to grow with your company.

MAKING A LIVING, HAVING A LIFE: WHY TOP TALENT GRAVITATES TO TOP LOCATIONS

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AMERICANS WOULD MOST WANT TO LIVE...

1. FLORIDA
2. CALIFORNIA
3. HAWAII
4. COLORADO
5. NEW YORK

MILLENNIALS WOULD MOST WANT TO LIVE...

1. CALIFORNIA
2. FLORIDA
3. NEW YORK
4. HAWAII
5. COLORADO

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