

Yoh[®]

BLOG GUIDELINES



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ABOUT THE YOH BLOG

The Yoh blog serves as a platform to educate, engage and enrich the candidate and employee communities as well as today's workforce leaders. Aimed at providing the latest staffing and consulting solutions, the Yoh blog covers a variety of topics that spans events, news, and insights within the IT, Product Engineering, Life Sciences, and Healthcare sectors.

BEYOND RETENTION: HOW TO KEEP YOUR EMPLOYEES MOTIVATED AND ENGAGED

Posted on January 29, 2025 by Guest Blogger

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In today's competitive job market, retaining top talent requires more than just offering a competitive salary, a good work-life balance, and a positive work environment. Employees are looking for workplaces where they feel valued, heard, and given opportunities to grow. Here are some key strategies to boost employee retention by focusing on opportunities for growth, regular feedback, and genuine appreciation.

1. OPPORTUNITIES FOR GROWTH

One of the most effective ways to retain employees is by providing them with opportunities for growth and leadership. Not everyone aspires to be a manager, but everyone wants to advance their skills and their careers. Encouraging employees to take on new challenges and management roles (it can be as simple as letting them help build confidence and gain valuable experience).

5 ROLES BENEFITING FROM GENERATIVE AI

Posted on January 8, 2025 by Guest Blogger

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Generative AI is quickly becoming a staple for businesses around the globe. According to Gartner, nearly 80% of enterprises are expected to adopt GenAI models or applications by 2026. What's even more surprising? Only 5% of companies were using GenAI in 2023. That means its adoption among businesses is set to explode by 1,500% in just three years! This rapid growth is unlocking new potential for a wide range of roles to tap into its power. But what are the roles that stand to benefit the most? Let's take a look at the roles set to get a huge boost from Generative AI.

1. SOFTWARE DEVELOPERS

Software developers build the apps and systems that power our world. By suggesting code, finding bugs, and automating repetitive tasks, GenAI can also help developers work more efficiently.

THE SOFT SKILLS YOU NEED TO SUCCEED IN YOUR TECH CAREER

Posted on October 18, 2024 by Guest Blogger

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In tech careers, it's common to focus solely on technical skills. However, research from Harvard University's Center for Communications Programs and the Center for Communications Programs reveals a surprising truth: 85% of job success stems from well-developed soft skills, while only 15% comes from technical expertise. While it's not discounting the importance of technical skills, it's important to recognize that soft skills are often overlooked in the tech industry. By honing these soft skills alongside your hard skills, you'll help accelerate your career and stand out in a crowded talent pool.

1. COMMUNICATION AND COLLABORATION

Effective communication is important in any industry, but it's especially important in tech. Whether you're a developer explaining code to a non-technical stakeholder or collaborating with team members on a project, the ability to articulate your thoughts makes a big difference. Imagine working on a software update where miscommunication leads to delays or errors. The consequences of miscommunication can be significant. Delays might push back the release date, and the team might have to redo work, wasting time and resources.

CONTENT GUIDELINES

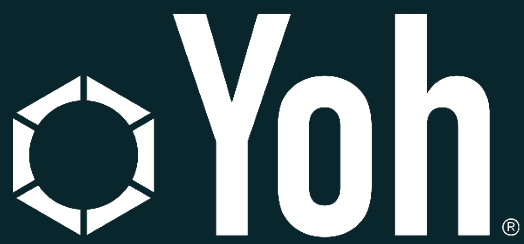
- 1 Blog posts must be a minimum of **700** words/maximum of **1000** words.
- 2 Include a blog title along with headings and subheadings to help organize and break up the content of your post.
- 3 You may include up to three relevant do-follow links in your blog. Please avoid links that are direct sales pitches or those that link to competitors. Additionally, we do not engage in link exchanges or insert links into previously published blogs.
- 4 Provide a 1-2 sentence author bio.
- 5 Do not submit a post that has been previously posted and/or submitted to other blogs sites. You will not be invited to contribute to future writing assignments if you are found reposting content and/or plagiarizing other bodies of work.
- 6 Prudently proof your blog before submitting. Authors who continuously submit blogs that are poorly written and/or not properly proofed will not be invited to contribute to future writing assignments.
- 7 Yoh reserves the right to edit or reject blog submissions at any stage of the process. Edits may be made without prior notice. Please review [existing blog posts](#) for reference before creating your submission.
- 8 Do not include any photo(s) with your blog. Yoh will select a photo to accompany your blog post.

OUR PROCESS

- Please submit your first rough draft: <https://www.yoh.com/write-for-yoh>.
- Please do not email us a draft. We do not open attachments sent via email due to security issues.



- Due to the high volume of submissions, it may take several weeks for us to review, edit, and schedule your post for publication. We appreciate your patience and understanding.
- We make every effort to notify authors when their blog has been published. Please check [the blog](#) regularly to see if your post has been published.



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