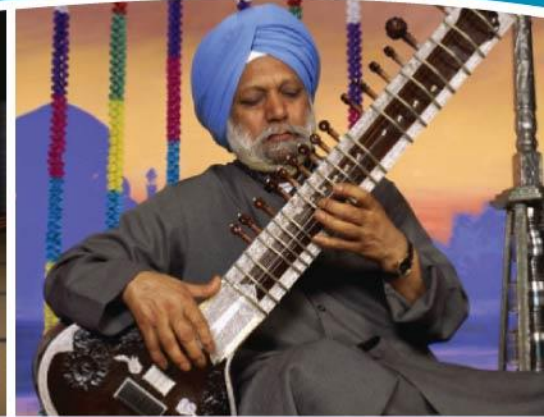


In **Tune** with the Local
Connected to the World



HOW TO RETAIN & ATTRACT TALENT

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**“ WE CAN’T STOP
EMPLOYEES FROM
LEAVING UNLESS WE
HAVE A PLAN TO MAKE
THEM STAY ”**

WHAT IS EMPLOYEE RETENTION ?

- Retention is all about keeping talented people and how you manage them.
- Employee retention is a process in which the employees are encouraged to remain with the organization for the maximum period of time or until the completion of the project.

ASSESSMENT OF TALENT

- Assessment of personnel is crucial for the identification of talent.
- There are various assessment tools.

Situation Analysis

Define strategy
Agree on Organizational Values and Culture
Profile the Organization
Define Role Requirements
Develop job success profiled (including technical skills, competencies and experiences)

Deliverables

Personal Interviews with 2 specialized Consultants to:
CVI mining
Access knowledge on education, technical skills & achievements
CBI mining
Assess behavior

Self Assessment using leadership questionnaire, FACET5
Motives and Aspirations Assessment (future potential)
Internal 360 feedback and Personality Psychometrics
Consolidate and analyze findings

RECIPE FOR RETENTION

R EMUNERATE COMPETITIVELY

E NCOURAGEMENT AND EXPECTATIONS

T RAINING AND DEVELOPMENT

A NNUAL REVIEW CYCLES

I NFORM AND INVOLVE

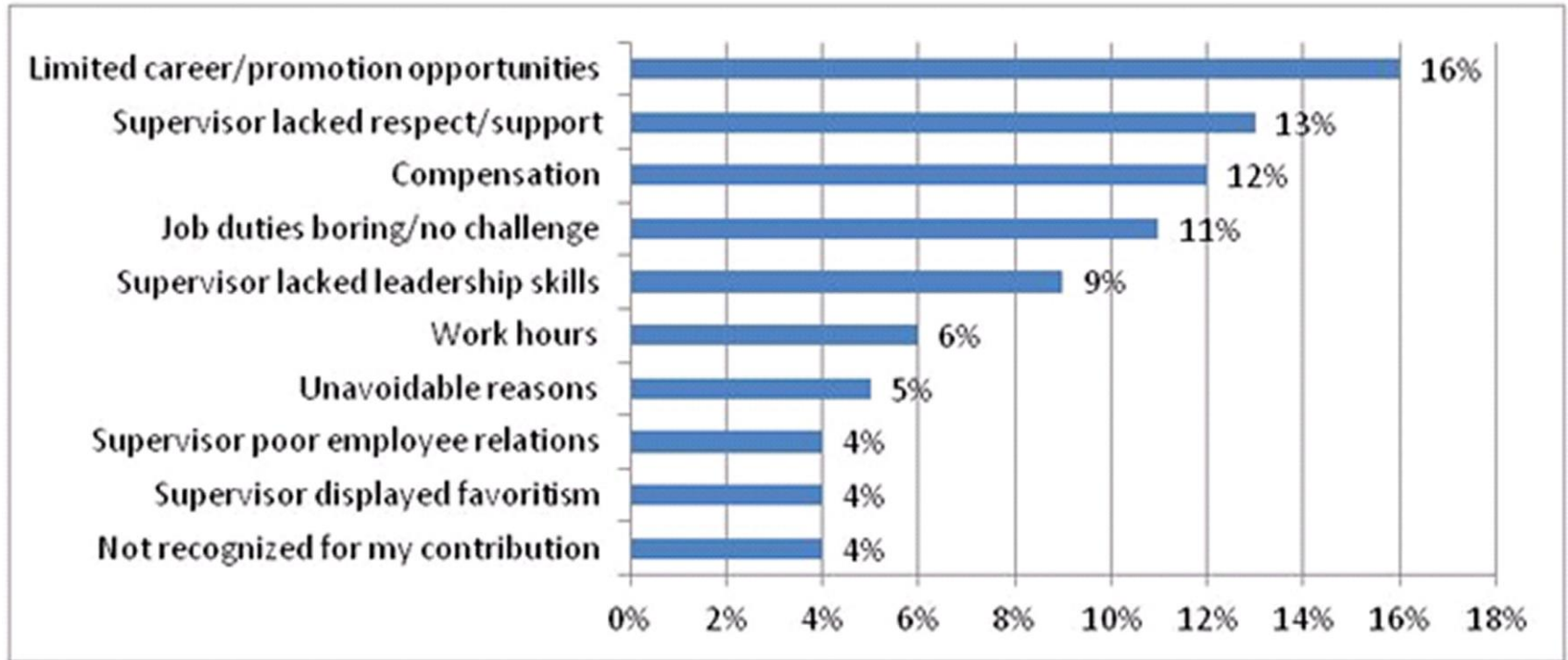
N URTURE



COMPANIES THAT LOSE
TOP PERFORMERS MAY
NOT ONLY EXPERIENCE
DECLINES IN
PRODUCTIVITY, BUT
ALSO INCUR
SIGNIFICANT COSTS IN
REPLACING THESE
PROFESSIONALS.



MOST COMMON REASONS EMPLOYEES VOLUNTARILY LEAVE



Source: PWC

WHAT MAKES AN EMPLOYEE LEAVE ?

- The job is not what the employee expected.
- Not growth opportunities.
- Lack of appreciation.
- Lack of trust and support.
- Stress from overwork.
- Compensation.
- New job offers.



WHAT MAKES AN EMPLOYEE LEAVE ? CONTD.

- Job and person mismatch.
- For higher education.
- Misguidance by the company.
- No personal life.
- Uneasy relationship with peers and managers.



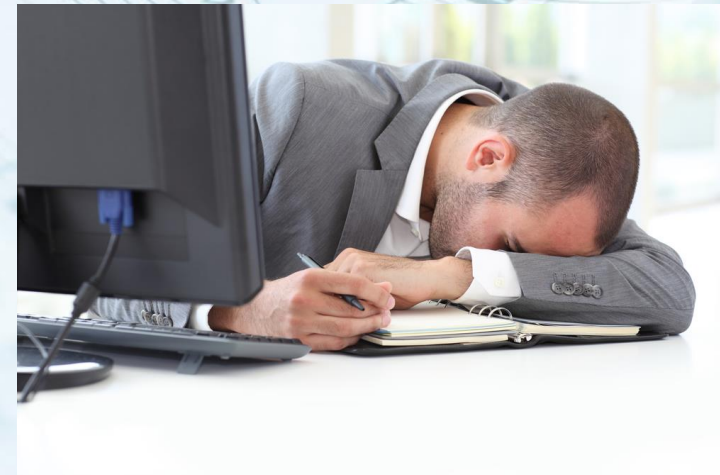
THE BAD BOSS VIRUS

GREAT PEOPLE STAY IN BAD JOBS
WITH GREAT BOSSES.

GREAT PEOPLE LEAVE GREAT
JOBS WITH BAD BOSSES.

REASONS WHY AN ORGANIZATION IS NOT ABLE TO RETAIN THE EMPLOYEES

- Performance goals are unclear
- Reward systems are not transparent
- Perceived equity of reward system is low
- Goal setting process is not scientific
- No communication around total value
- The personal touch is missing
- No career planning
- People don't get integrated



TRAINING PROGRAMMES

- Organizations should design training programs that match employee competencies with current trends.
- A big IT & C company set up a career center where career development programs were emphasized.



EFFECTIVE MENTORING

- Another reason for turnover is lack of effective mentoring skills. Employees get de-motivated in the absence of proper mentors.

CHALLENGES

- The employer should help employees prove their worth and bring out their talent potential, and avoid cost point.

AUTONOMY

- Giving employees responsible tasks, while giving them the freedom to work in their own style and motivate them to stay on.

GOOD RELATIONSHIPS



- Healthy relationships among the line members and staff members inspire employees to stay on in any organization.

GOOD MONITORY PACKAGE

- Compensation plays an important role in attracting, motivating and retaining employees.

SOME OTHER MEASURES THAT AN ORGANIZATION CAN USE TO IMPROVE RETENTION RATES

- Recognizing employees
- Hire the right people
- Walk the recognition talk
- Communication
- Be an effective, ethical leader
- Clarifying expectations
- Treat employees fairly and respectfully
- Show them you care
- Develop weak performers
- Pride in ones work
- Provide alternate work schedules

RECOGNIZING EMPLOYEES

- “Certificates of recognition”
- Stickers and pins
- Wall of fame
- Recognition voice mail
- Thank a “Family Member” card
- “Thank for a job well done” card
- Take a person to lunch
- Candy, balloons, popcorn, movie tickets



MAKE WISER CHOICES WHEN HIRING EMPLOYEES

- Consider the corporate culture that this prospective employee or manager must fit into and determine if there is a match.
- Doing so will ensure that not only will the employee match the company's expectations, but also the company will match the employee's expectations.



COMMUNICATE EFFECTIVELY WITH YOUR EMPLOYEES

- This is the most critical tactic of all.
- Encourage your workers to share their concerns with you and in turn share your concerns with them. This fosters openness and trust between all parties involved.
- Encourage employee to speak his or her mind freely within the organization. Employee offer ideas, feel free to criticize and commit to continuous improvement. If not they bite their tongues or find themselves constantly in trouble until they leave.

BE AN EFFECTIVE, ETHICAL LEADER

A recent study conducted by one of our clients stated that:

- 39% of workers said their supervisor failed to keep his promises
- 37% indicated their supervisor failed to give credit when due
- 31% said their supervisor gave them the “silent treatment” during the past year
- 27% reported their supervisor made negative comments about them to other employees or managers
- 24% indicated their boss invaded their privacy
- 23% said their supervisor blamed other to cover up personal mistakes or minimize embarrassment

BE A GREAT MOTIVATOR, INNOVATOR AND LEADER

- Inspire your employees to achieve great things.
- Believe in their capabilities.
- Encourage them often to stretch out of their comfort zones.
- Listen to their ideas and implement them.

TREAT EMPLOYEES FAIRLY AND RESPECTFULLY

- Your employees are your company's best asset and you must protect and nurture them.
- Whether you know it or not, you are in the business of growing people.
- Let them know how valuable their contributions are to the company.
- Honor your commitments to them.

PROVIDE ALTERNATE WORK SCHEDULE

- Some companies have implemented programs for flexible hours, telecommuting, job sharing, four-day work weeks and transportation subsidies.
- This allows employees to gain greater control over how, where and when they work, which leads to better work/life balance and helps to retain them.

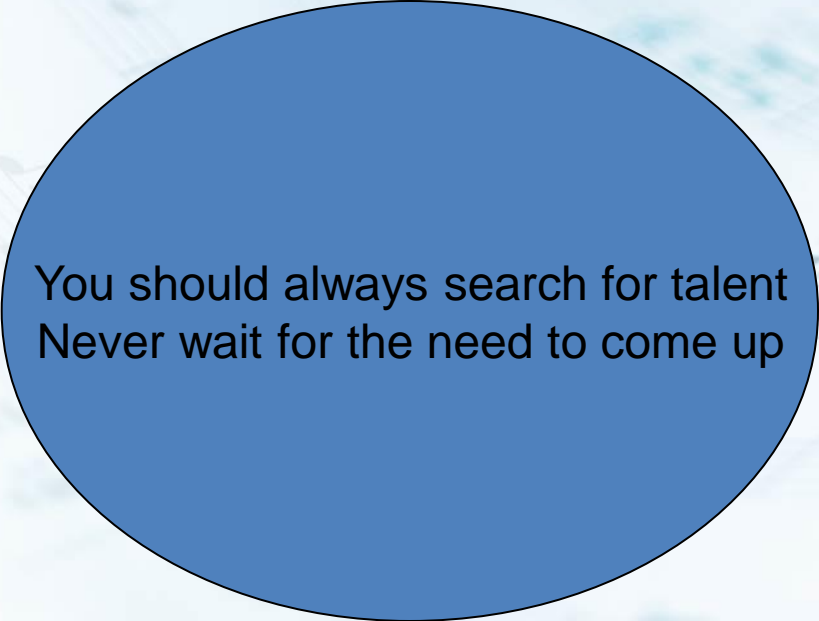


RETENTION MYTHS (CONCLUSION)

- The process of retention is not as easy as it seems. There are so many tactics and strategies used in retention of employees by the organizations.
- The basic purpose of these strategies is to increase employee satisfaction, boost employee morale hence achieve retention. It requires understanding their needs which can drive satisfaction and high performance in them, and then use his knowledge to create an intrinsically motivating work experience, by doing this organization can become what we say in true words “retention worthy”.

HOW TO FIND NEW TALENT?

- Personal networks
- Employee recommendations
- Executive search
- Market/Talent mapping
- Use of social media
- Recruitment companies



You should always search for talent
Never wait for the need to come up

HOW TO ATTRACT NEW TALENT?

- Create strong personal networks
- Create strong company branding
- Participate in events
- Work together with Universities
- Plan open days
- Plan career fairs