

## **EMPLOYEE RETENTION**

### **Keeping talent beats replacing it**

In times of skilled labor shortages, employee retention becomes a strategic priority. Replacing staff is costly—up to a full year's salary per role—and often underestimated. Companies that offer development paths, meaningful work, and good conditions increase loyalty. Targeted upskilling and career planning support long-term engagement. Talent retention doesn't start with resignation—it starts with everyday leadership.

### **Real dialogue, not just branding**

Employer branding may attract talent, but staying power requires more. Employees need to feel seen and heard—especially regarding their future. That calls for open conversations with leadership. The challenge: many lack clear career goals. A career check-in helps uncover aspirations and build individual development paths. True employee retention is a shared effort—built on mutual understanding and real perspective.