

RETENTION MANAGEMENT

Keeping talent beats replacing it

In times of skilled labor shortages, retention management 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 retention management is a shared effort—built on mutual understanding and real perspective.