

RETENTION MANAGEMENT

Keeping good employees is more cost-effective than recruiting new ones. Yet many organisations underestimate the true cost when someone leaves.

In the face of skills shortages, retention management – employee retention – becomes a strategic priority. The cost of turnover – often up to an annual salary – is rarely fully accounted for. Organisations that offer development opportunities, invest in targeted training, and provide attractive working conditions increase loyalty. Retention does not begin at the point of resignation – it is shaped in everyday working life.

Employer branding alone is not enough if the internal reality does not match the promise. Effective retention requires genuine dialogue: managers and employees need to speak openly about future prospects. Often, what is missing is clarity about individual goals and potential. A career assessment can help make both visible – providing a foundation for career planning that combines professional and personal development.

This turns retention management into a shared endeavour – based on mutual respect and a forward-looking perspective.

Articles on retention management (all articles)

- When it is time to move on in your career
- User manual for a supervisor