



# WorldatWork Conference 2006

## *Attract, Motivate, Retain*

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# Retention Themes

- Jason Jennings – Key note speaker
- Attracting and Retaining for Survival

Bill Coleman and Michael Boyd

- Should I stay or go

John England, Towers Perrin and Sarah Armstrong,  
Campbell Soup Cpy

# Jason Jennings

“Biggest challenge of CEO’s today is to attract  
and retain talent”

# Jason Jennnigs

## Traits of Great Companies:

- Great companies master the art of finding, keeping and retaining people by having a CAUSE / reason for existence
- It is big and BOLD
- It is inclusive
- The thrill of competing and winning
- Give meaning to people's lives (ie the job is big enough)

# Jason Jennings

A cause:

- Fuels passion
- Drives momentum
- Builds culture

“Great leaders spend 50% of their time on company culture”

“Culture is the only competitive advantage a company can have”

# Attracting and retaining for survival

(Bill Coleman & Michael Boyd)

- 80's: Companies asked "Why hire?"
- 90's: Workers ask "Why join up?"
- 21<sup>st</sup> cent: "Worker ask: "Why stay?"

# Attracting and retaining for survival

“Your next employee don’t want to look for a job, they will expect you to look for them”

Referrals is becoming the largest source of finding talent

# Attracting and retaining for survival

Integration of individual and employer needs

- Variety
- Complexity
- Cost

Accommodation of individual needs.

Not one solution to fit all

# Attracting and retaining for survival

- There is a gap between Executive Management beliefs and reality
- An HRI study found that most managers believe that MONEY is the top employee motivator

# Attracting and retaining for survival

## Watson Wyatt Study on employee motivation:

- Desire to maintain reputation
- Being appreciated
- Belief that work is important
- Interesting assignments
- Enjoyable and friendly atmosphere
- Prove capabilities to self
- Prove capabilities to others
- Opportunities for promotion
- No 9: Significant financial reward

# Attracting and retaining for survival

Retention value that is underestimated:

- Co-workers
- Managers
- Desirable commute

People leave Managers more than they leave organisations

# Should I Stay or Should I go?

John D England, Towers Perrin

Sarah J. Armstrong, Campbell Soup Company

# No 1 Reason for leaving

- A bad boss

“Poorly managed work groups are on average 50% less productive and 44% less profitable than well managed groups”