



# EMPLOYEE RETENTION

Headhunter's perspective

Headhunter = Wind in your apple tree



# Headhunted Candidates

No, thank you!

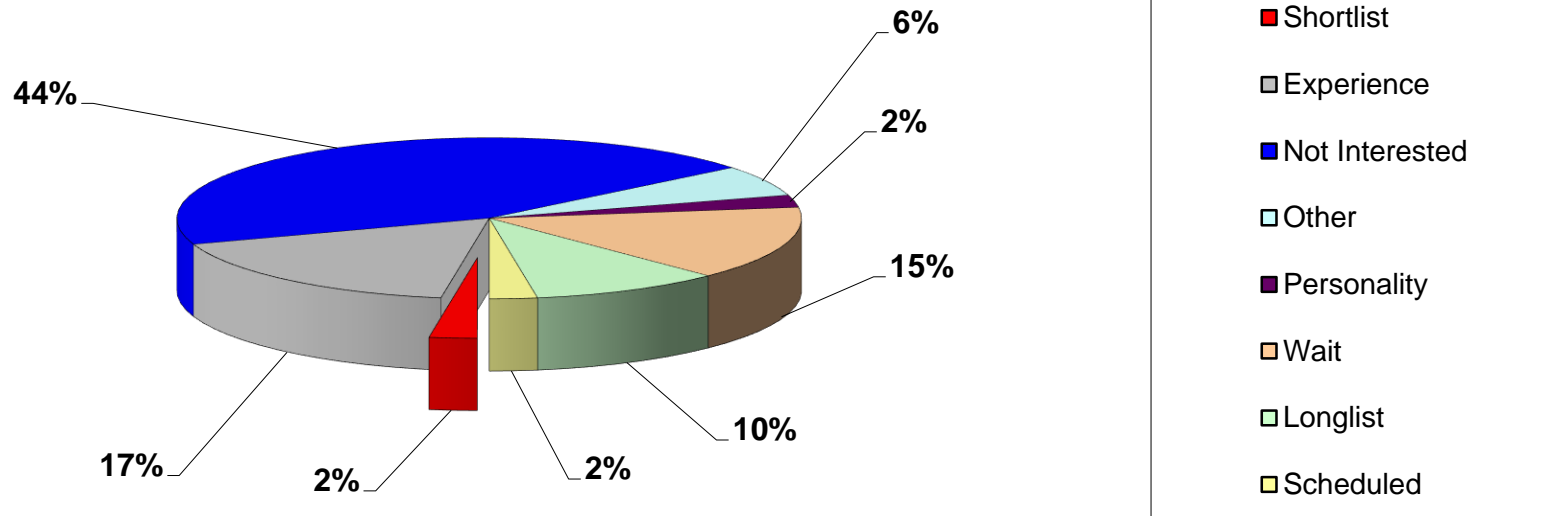


Yes, I am interested!



**TARGET**  
**Executive Search**  
25 YEARS YOUR PARTNER IN CEE

**Client**  
**Country Sales Consultant**  
81 Candidates - 07.09.2018



Why are your people ready to leave?



# Routine - Bored - New Challenge!



# Employer branding $\neq$ Reality



# Rotten apple - „problematic“ colleague





# People leave their boss!



- ▶ Broken promises
- ▶ No feedback
- ▶ No positive feedback
- ▶ Not leading by example
- ▶ No clear direction
- ▶ Bossy and not fair behaviour

# Employer Image Check by TARGET



- ▶ Interview ex-colleagues
- ▶ Interview current staff
- ▶ Interview competition staff
- ▶ Reality check
- ▶ Conclusions about your real image on the labour market



**Klemens Wersonig**



**Jiří Hůla**

