

Successful recruitment through efficient staff motivation



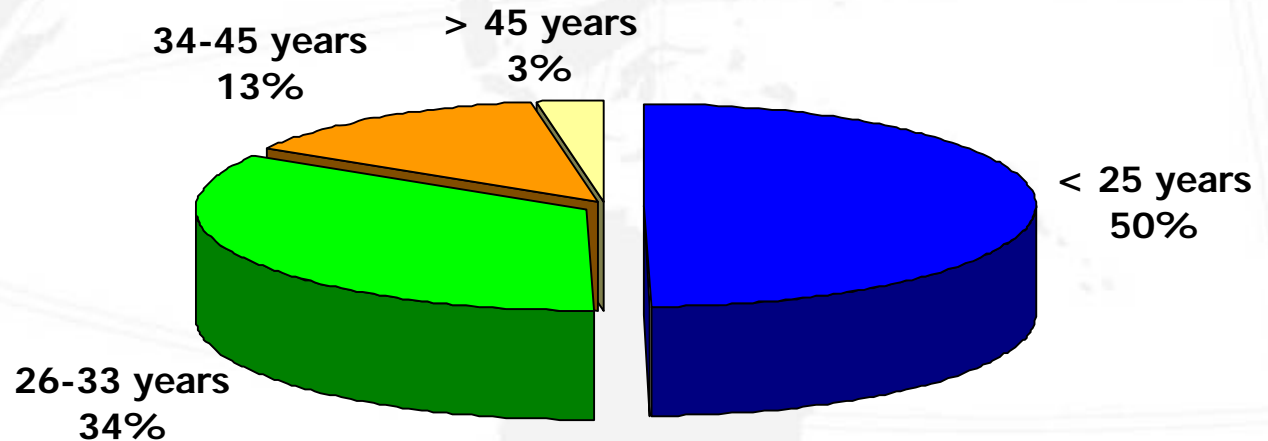
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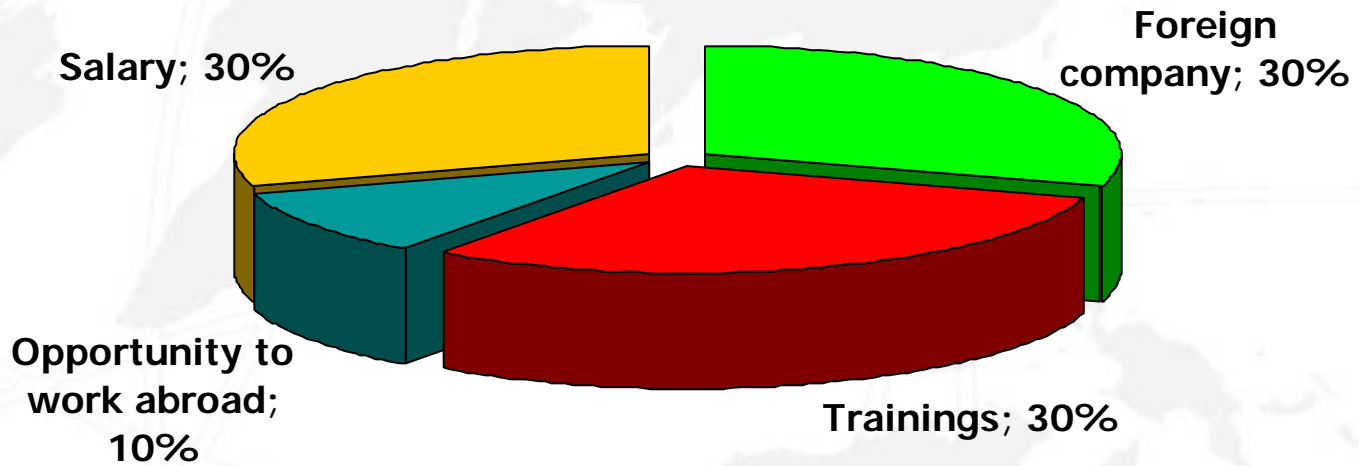


Research in motivation

- Duration September-October 2007
- Geography – Moscow, Saint-Petersburg, Yekaterinburg, Novosibirsk, Veliky Novgorod, Vladivostok, Nizhniy Novgorod
- 87% - FTI, 13% - blue collars
- 3 000 respondents

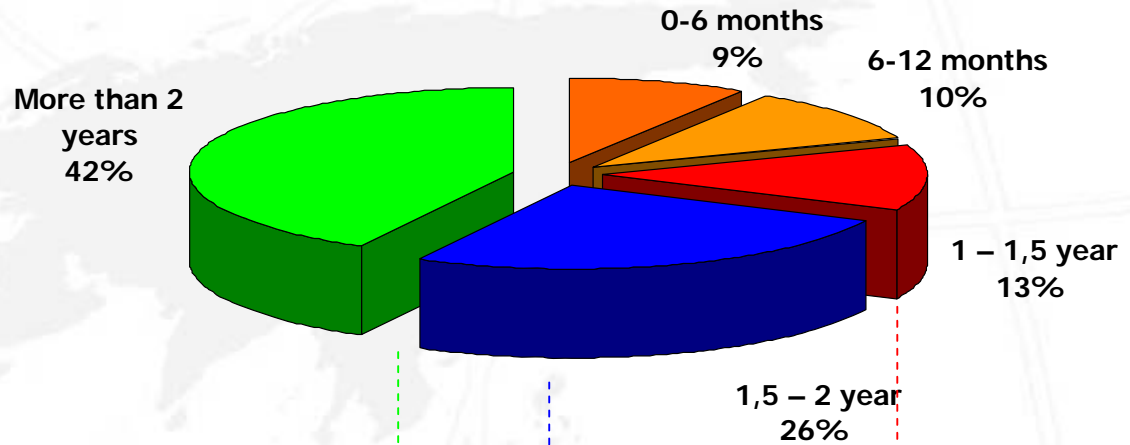


What was important 15 years ago...

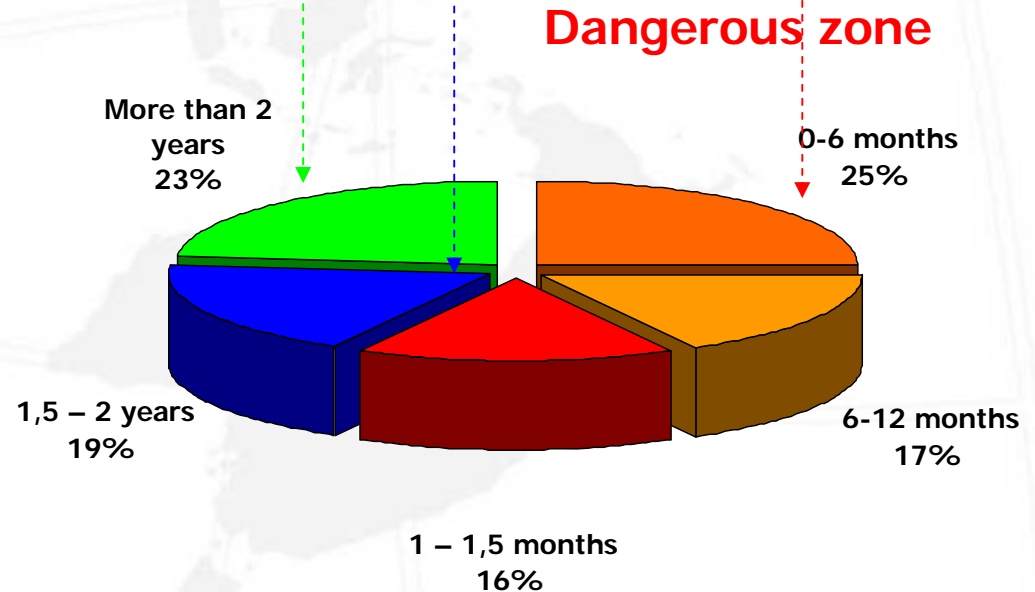




Max period of working in the same company



Period of working at the last job

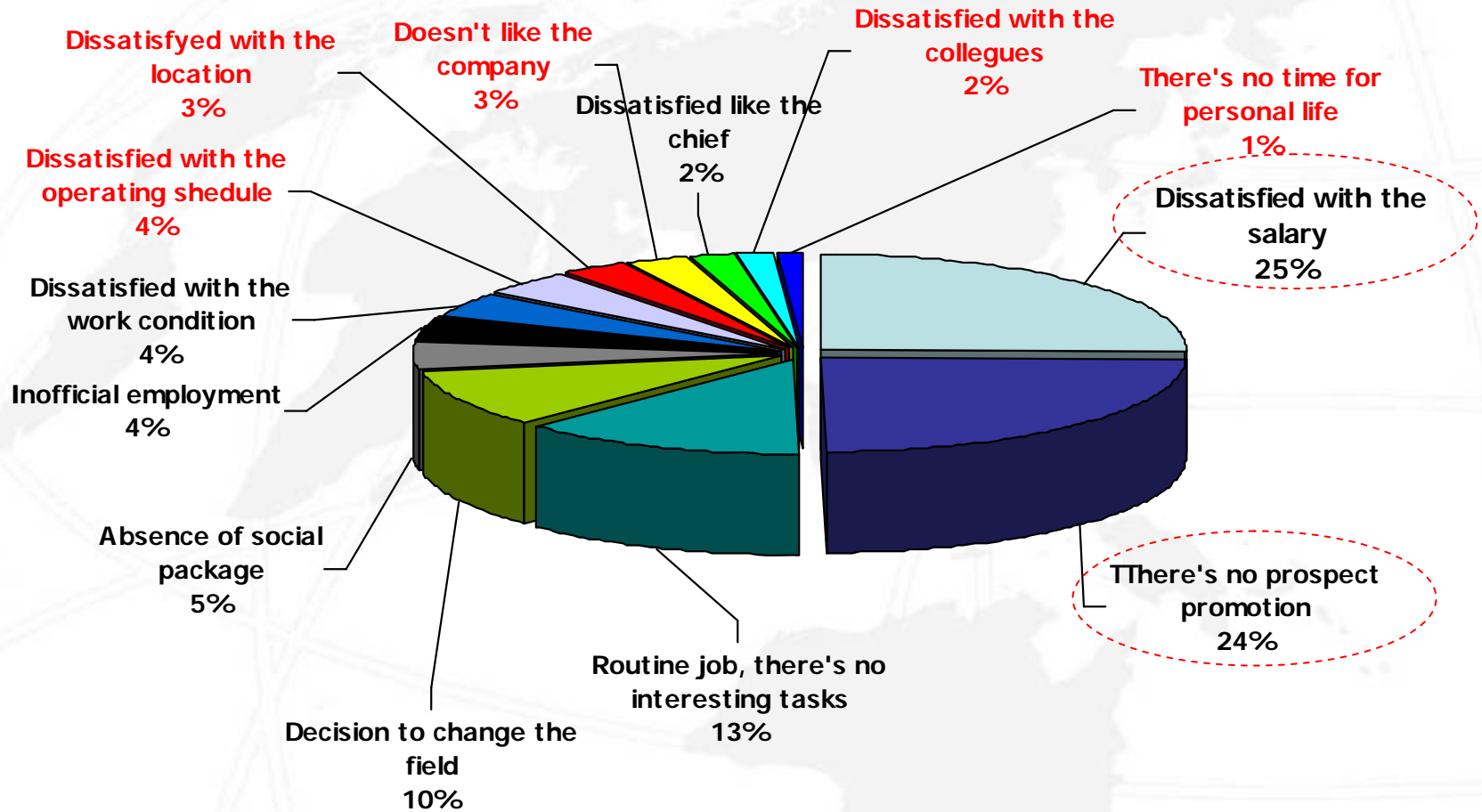




✓ *Why does an employee decide **to leave** the company?*

- ✓ ***Counter offer:***
- *Is it necessary to hold the employee?*
 - *What should we offer the employee to make him stay?*

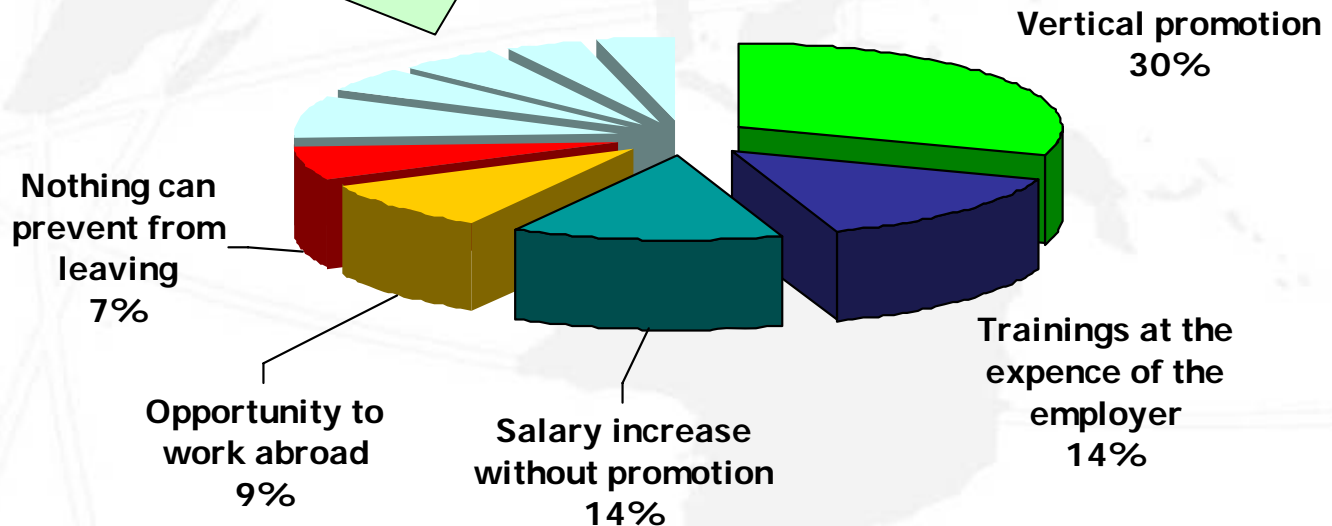
Why do you want to change the job?



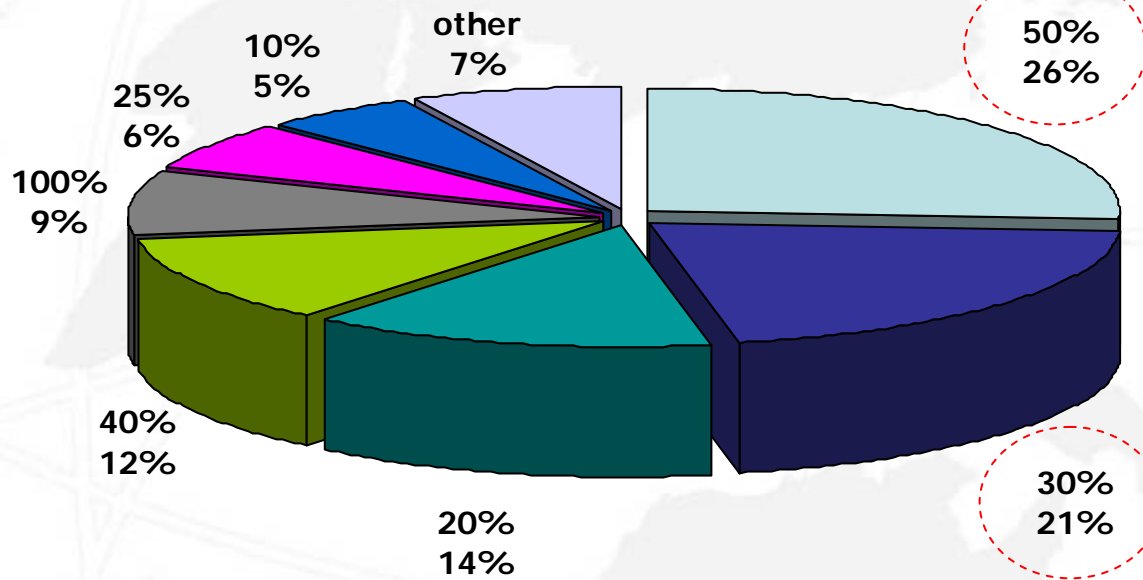
What can hold you within the company?



- Horizontal promotion 8%
- Change in operating schedule 5%
- Change in working schedule 5%
- Widening of social condition 4%
- Promotion without salary increase 4%



Preferable salary increase, %



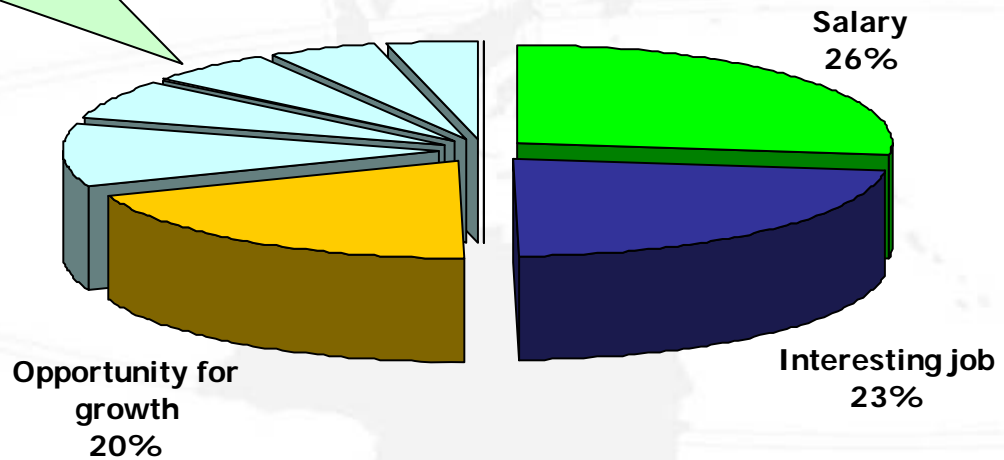


- ✓ *Why does an employee decide **to join** a company?*
- ✓ *What **social package** should include?*

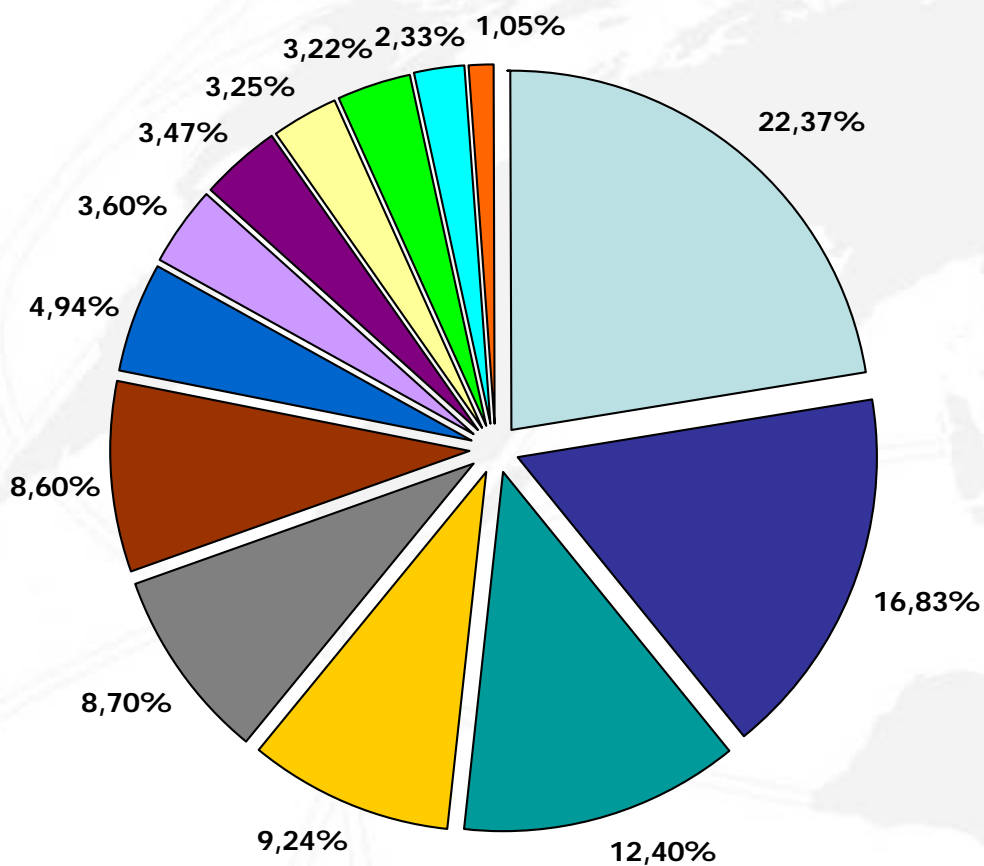
What kind of offer you choose?



- Company reputation 10%
- Social package 6%
- Team 6%
- Office location 5%
- Work condition 4%



Preferable points in social package



- employees' VHI
- free meal
- mobile compensation
- education compensation
- fitness compensation
- paid transfer
- additional pension benefits
- auto expense compensation
- more vacation days
- touristic permit
- corp vehicle
- family VHI
- other insurance

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«*Diversity* – the *spice* of life»

William Cooper

Tesco Employees: 5 basic life positions



Adventurers
18%

Everything at once
26%

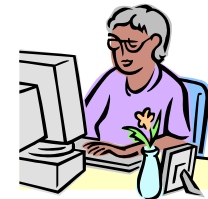


Life balance
24%

Life for working
16%



Working for life
16%



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