



SNS COLLEGE OF TECHNOLOGY

Coimbatore - 35



23BAE715 – WORKPLACE MODERNIZATION AND ADVANCEMENT



Unit IV – ENHANCING EMPLOYEE ENGAGEMENT: Strategic for motivation and retention



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Redesigning Common Mind & Business Towards Excellence

		
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Build an Entrepreneurial Mindset Through Our Design Thinking FrameWork



Guess the Topic!!!

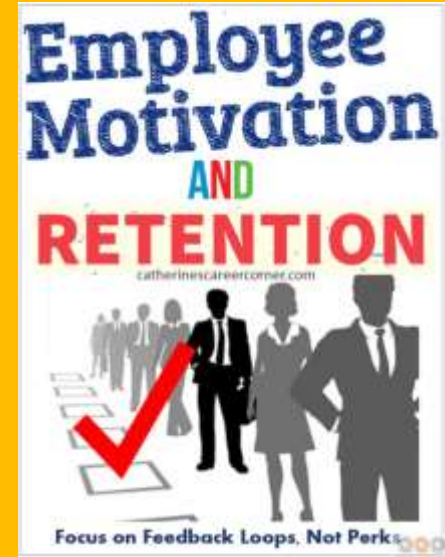
X **STRATEGIC FOR
MOTIVATION AND
RETENTION**





Discussion about....

- Introduction to Strategic for motivation and retention
- Scope Strategic motivation and retention
- Advantage Strategic motivation and retention
- Disadvantage Strategic motivation and retention
- Challenges of retaining employees
- Building a Happy Workplace






Introduction to Strategic for motivation and retention

Motivation and retention are two very important strategies of Human resource management in making organizations better place to work and helps in achieving organizational efficiency.





SCOPE STRATEGIC MOTIVATION AND RETENTION

- It is concerned with defining the organization's objectives, developing policies, and laying down strategies to achieve them.
 - It focuses on the organization's overall direction and mobilizing resources to accomplish desired goals.
 - It involves environmental scanning, strategy formulation, strategy implementation, and evaluation of organizational performance.
 - The scope of strategic management is very broad as it encompasses the entire organization and affects all departments and functions.
 - It aims to create a fit between the organization's resources and the environment in which it operates.
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Advantage Strategic motivation and retention



7 benefits of employee retention

1. Stronger company culture
2. Higher employee engagement
3. Retained institutional knowledge
4. Reduced training costs
5. Increased revenue
6. Decreased hiring and recruiting costs
7. Improved customer experience



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Disadvantage Strategic motivation and retention

DISADVANTAGES

- ❖ Expensive
- ❖ May Not Get the Desired Returns
- ❖ Theoretical
- ❖ No Control of the Training
- ❖ Employees can take their skills to a competitor.
- ❖ The costs of training never go away
- ❖ Improper training creates improper results.
- ❖ Different people learn best in different ways.
- ❖ It can create resentment.





Challenges of retaining employees

- High Turnover Rates
 - Lack of Career Advancement
 - Poor Work-Life Balance
 - Inadequate Training and Development
 - Insufficient Recognition and Rewards
 - Unclear Job Roles and Expectations
 - Toxic Work Culture
 - Competitive Job Market
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Building a Happy Workplace

- Make Work Fulfilling
- Consistently Deliver Praise and Recognition
- invest in Your Team's Personal and Professional Growth
- Incentivize Wellness
- Build Trust



Summary

Introduction to Strategic for motivation and retention

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References

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- X <https://www.inspirus.com/blog/what-are-the-advantages-and-disadvantages-of-employee-retention/>
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Thanks!

