



# Recruit and retain employees

## Success factors for long-term employee retention in the company

### Seminar objective

In the seminar "Recruiting and retaining employees", participants learn how to successfully recruit and retain suitable employees. The focus is on developing sustainable staff retention in order to keep motivated and committed employees in the company in the long term. Participants should understand the importance of strategic staff retention in the context of the company and learn practical methods and tools to keep staff turnover as low as possible.

### Seminar content

#### Introduction: Basics of employee retention

- Definition of employee retention and its importance for the company
- Identifying success factors for long-term staff retention
- The different forms of staff turnover

#### Key factors for successful recruitment

- Developing a targeted recruitment strategy
- Identifying suitable applicants and assessing fit
- Implementing an effective recruitment process

#### Long-term staff retention through staff development

- Importance of training and development measures for staff retention
- Identification of development potential and creation of individual development plans
- Conducting staff and feedback interviews

#### Creating optimal working conditions for healthy cooperation:

- Importance of working conditions for employee retention
- Developing measures to improve working conditions
- Leadership and cooperation as important factors for employee retention

### Methodology

Exercises Role plays simulation of a conversation short trainer inputs external and self-analysis

### Target audience

The seminar „Recruit and retain employees“ is aimed at managing directors, HR managers and executives from all sectors who want to deepen their knowledge in the area of employee retention and attract and retain motivated employees in the long term. Previous knowledge is not required.

#### Course ref.

F2023

#### Participants

not more than 9 participants

#### Schedule

1. Day: 10:00 - 17:00  
2. Day: 09:00 - 16:00

#### Fee

1.150,00 € (ex. VAT)  
1.368,50 € (inc. VAT)

Included in the price: Working documents, certificate of participation, lunch and coffee breaks.



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E-Mail

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Mobilnummer

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Veranstaltung                      Seminarcode

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Firmendaten/Rechnungsempfänger

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Firma

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Rechnung (Name)

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Straße/Nummer

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Anzahl der Mitarbeiter in Ihrem Unternehmen

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