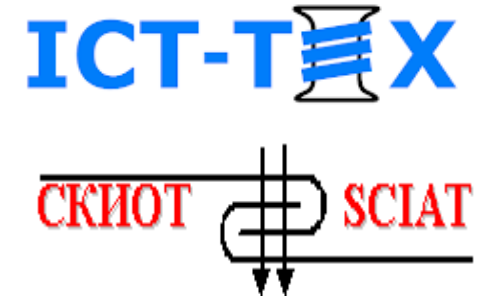




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TOPIC 10.1. PERSONNEL

The course is developed under Erasmus+ Program Key Action 2:
Cooperation for innovation and the exchange of good practices [Knowledge Alliance](#)

ICT IN TEXTILE AND CLOTHING HIGHER EDUCATION AND BUSINESS

Project Nr. 612248-EPP-1-2019-1-BG-EPPKA2-KA

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AGENDA

- Personnel
- Recruiting Definition and Methods
- Employer Branding
- Retention Strategies
- Benefits and Incentives
- Monetary Rewards
- Professional Development and Career Paths
- Challenges for Small T&C Businesses



Learning goals and objectives

In this topic the students will acquire knowledge about the most valuable asset for a company – its personnel. They will learn about the recruitment process and different methods of applying it. They will learn about the different retaining strategies and the monetary and nonmonetary reward systems.

Short summary of content

Personnel. Recruiting methods. Employer branding. Retention strategies. Benefits and Incentives. Monetary rewards. Professional and career development.

Expected results

Students to be able to recruit and to select the most suitable and competent candidates for their own business. To provide their employees with healthy and appropriate working conditions and to provide them with good remuneration and additional incentives and social benefits. To build a respected and recognizable employer brand.



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Personnel

The talent and expertise of the employees is one the business' most important assets. Recruiting and retaining great employees will improve the value of the business.





Recruiting definition and methods

Recruiting is the process of generating a sufficiently large group of applicants from which to select qualified individuals for available jobs.

- Increase the visibility in relevant professional associations, seminars and other activities to draw competent and involved employees to research your company.
- Establish an employee referral program.
- Organize and attend job fairs to meet with potential applicants.





Employer branding

- Establish company values that are attractive to your target workforce.
- Make the work culture of your business available through the Internet and remember that you want employees who want to work for you, not employees who just want a job.





Retention strategies

Retention strategies strengthen the ability of businesses to attract and retain good employees. A strategic approach to employee retention may include:

- Small perks;
- Open communication;
- Monetary rewards;
- Professional development and career paths.





Benefits and incentives

Benefits package can include:

- Health plans;
- Flexible and dependent care spending accounts;
- Retirement plans;
- Paid vacation;
- Flexible work environment.





Monetary rewards

Monetary rewards motivate employees to perform at their best and strive to achieve both company and individual goals. Company owners and managers should make sure that rewards are achievable and that product quality is not sacrificed. These monetary awards come in the form of:

- bonuses;
- stock options;
- anniversary awards;
- salary increases.





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Professional development and career paths

Professional development - training and development to help building closer relationships and improving engagement among workers.

- Providing ongoing professional development to your employees demonstrates your willingness to invest in your greatest asset.
- Foster employee development through training.





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Professional development and career paths

- Provide tuition reimbursement.
- Get managers involved with coaching and mentoring employees.
- Use succession planning and career growth as incentive.
- Promote from within.





Challenges for small T&C businesses

- Small businesses often can not pay as well as large organizations.
- Small businesses sometimes provide little clarity about earning potential because there does not appear to be a need to establish career paths.
- When communities within businesses are tight-knit, feedback can be difficult to give and receive.
- Small businesses often provide limited career growth options and fail to provide a framework within which the employee perceives opportunities for success.
- Small businesses may lack brand recognition.





Questions for discussion and tasks

- Define the kind of employees you need in your organisation.
- What are the competencies they need to have?
- Create a recruitment strategy.
- Think about sources for recruiting of your employees?
- What options can you offer for retaining employees?
- Create an employee retention strategy.
- How will you develop your employees?
- What career development can you offer them? Make a career plan sample.

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