

Tips to Maintain Potential Talent

“A great employee is like a four leaf clover, hard to find and lucky to have.”

-Tammy Cohen-

Having a potential talent in the team is every company's dream. As Steve Jobs, the prominent company co-founder of Apple Inc., wrote, "I've learned over the years that, if you have really good people, you do not have to try hard to guide them. By expecting them to do great things, you can get them to do great things.

According to the Corporate Executive Board (CEB), potential talent is that employees at the same time have three key characteristics:

- Aspiration, which is the desire to be responsible, face challenges, and be rewarded by being given a more senior role.
- Ability, the combination of innate talent and learning skills.
- Engagement, emotional and rational commitment of employees to the company, and strive to stay.



Having a pool of potential talents gives the company the flexibility to move, achieve product sales targets, deliver customer satisfaction, win competition, create effective information and knowledge exchange, and certainly plan for easier success. Losing the best talent is not easy for the company. According to the Society for Human Resource Management (SHRM), the company will spend "the equivalent of six to nine months' salary to find and train its replacement." Not to mention if the company gets an inappropriate substitute. As Tony Hsieh, CEO of Zappos estimates that "Bad workers have cost more than 100 Million Dollars." In addition, there is a need for adaptation between new employees and old employees.

Well, there are some things that can be done so that we can make potential talents happy with their work and they feel attached to the company.

1. Sharpen Corporate Value.

One thing that can make potential talents stay in the company is that they get a clear picture of what their expectations are for them. And this starts from how the company determines its value. From the experience of interviewing the talents so far, seen the picture that they pay attention to the profile of the company especially the value owned. For it is very important for companies to sharpen the value they have, to then capture the potential candidates who fit the value. The clarity of the company's vision and mission with sharp values, is needed for potential talents to be a foothold, a direction for them where and how they should move.

2. Presence, Recognition and Opportunity.

The potential talent wants him to contribute real to the company. They want to know whether the work and the actions they give affect success and are rewarded by employers and companies. Engaging them in new projects will make them happy, as potential talents like challenges and like to be involved. Not only stop there, if they give good achievement, should be given recognition and appreciation to them. Acknowledgments or congratulations for their successful completion of a project and being given to meetings with them in the hands of all the teams involved will be a form of reward for them. Maintaining-employees.

Financial rewards, whether in the form of incentives, bonuses or prizes, are a form of reward awaited by workers, so this is worth considering to help keep them comfortable and stay afloat.

3. Strengthen the People and the Environment.

For potential talents, joining a great team is a positive thing and it triggers them to compete even more. They are very happy if they have access to meet key person in company because they can learn and get inspiration in work. So, companies should be able to create a positive culture and environment, which supports talents to flourish and be happy with their work. It is not easy to get potential talents to survive, because so many of the temptations of challenges and opportunities beyond are very tempting to them.



But at least, the company can work to make the talent closely with the company, such as by sharpening values, giving awards, recognition, and opportunities and strengthen people in the environment and make the company more healthy, the talents work happier and willing to last longer

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