

Size of co compared to Google :: ability of a small co. to pay high salaries?

Fortune 100 Best co to work for: find criteria?
What matters + why?

Employee is the biggest asset → why?
(skills based service co.)

Financial vs Non-financial motivation

Herzberg Hygiene → what's needed to keep staff
Motivators → how ^{else} can you make them stay?

Engaging Generation Me + Management Today mag.

Int vs Ext customers

Who is accountable for employee experience in a co.? → Each office / dept?

Avira Cloud → not desking + off site working

What are the issues here? → identity?
team / belonging?

ISO standards employed for data security — what about management?

Town centre location — benefits?
Modern open plan workspace

Workforce expansion plan: 70 → 80.

PROBLEMS: staff retention too high.

↓
implications?

Market Failure?

Cost to a small/med co.
of recruiting + retraining
new staff every year?

Demand > supply
for staff

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How to solve
this issue?

↓
motivations
+ factors

that might
enable them to keep
their staff

Interns?

Why do they
not keep them?

(Herz/Hygiene → Pay +
ambitions)

BUT size of co; they
cannot match
Google pay schemes.