

adaptability

challenge

on time

creativity

trust

expertise

professionalism

learning

Attract then retain or retain then attract

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In this text you will learn:

- ▶ What is engagement and why it matters
- ▶ How to recognize an engaged employee
- ▶ How to attract a quality co-worker and how to retain him
- ▶ How to increase engagement.

Summary

In the past few years the labour market has seen considerable changes: the search for quality employees is daily, and employees are more and more demanding. The high degree of employee engagement is no longer something “that would be good to have” but has become a key factor for achieving business excellence. Let us ask ourselves what is more important for the development of engagement – well-placed salaries and bonus systems or an atmosphere created by the managers in their team. Both are important, but you will find out in this text the influence of one or the other.

Key words:

responsibility of the manager,
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engagement, motivation.

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