

DOORS Blue Growth Accelerator (BGA)
Training
HR for startups: How to attract personnel
Athens, June 2024



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Introduction

A well known-saying says: “People are our greatest asset”. Most probably, nobody will disagree, regardless of whether they are the CEO of a company, or just an ambitious employee



“Treat employees like they make a difference, and they will.”

Jim Goodnight, CEO & Co-founder of SAS Institute



“The only way to do great work is to love what you do.”

Steve Jobs, Co-founder of Apple



“We are what we repeatedly do. Excellence then, is not an act, but a habit.”

Aristotle, Ancient Greek Philosopher & Scientist

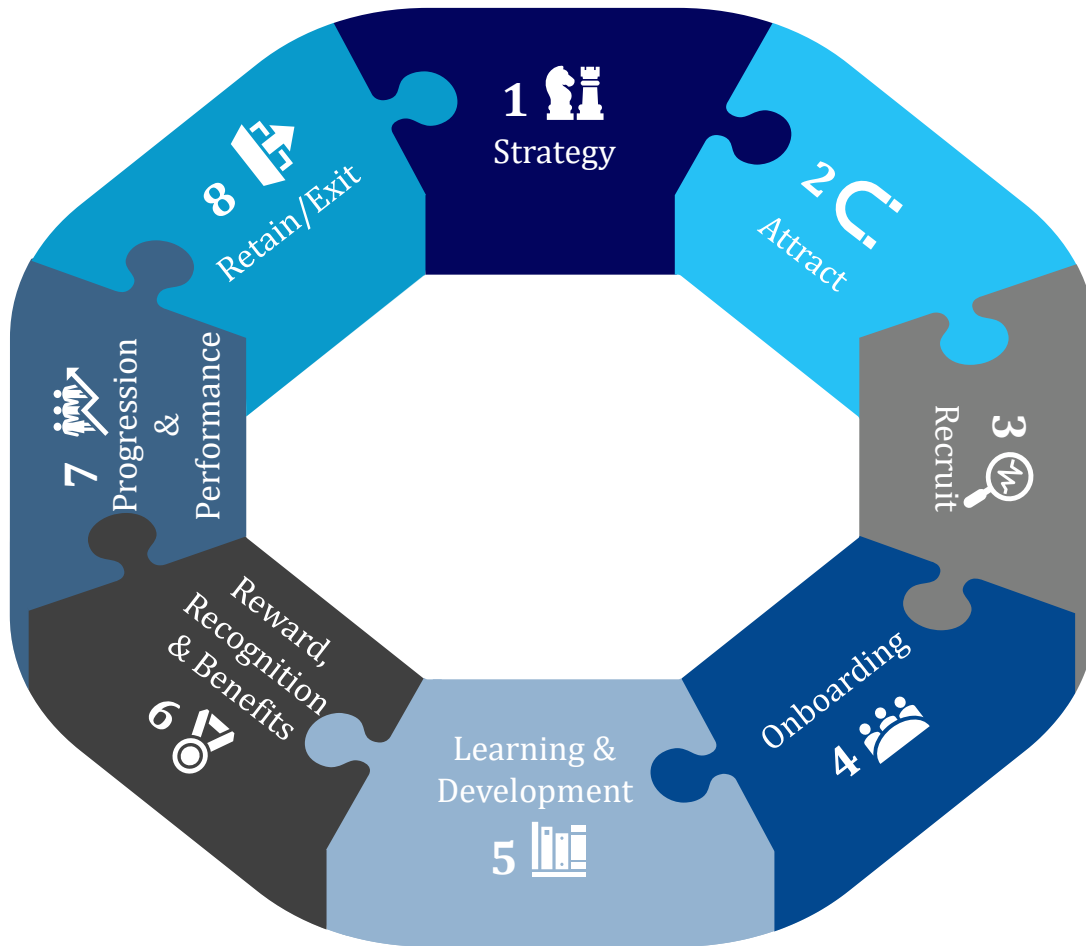


“To win in the marketplace you must first win in the workplace”

Doug Conant, CEO & Founder of ConantLeadership

Introduction

Regardless the position of a person in a company and the type of industry, every employee has a common path, which is called a “lifecycle”



- 1 Strategic workforce plan, designed by the “Human Capital” to deliver corporate strategy
- 2 Being able to attract people to join the company, being an appealing employer
- 3 Ability to enable a diversity of candidates to apply to the available positions
- 4 Ensuring the smooth adaption in the firm of the new joiners by understanding the opportunities and support
- 5 Provision of L&D programs that promote a Diversity & Inclusion culture
- 6 Equality endorsement with staff benefits being inclusive of all diversity aspects
- 7 Monitor of work allocation & performance management, in correlation with planning & payments
- 8 Feedback and learning from people who want to leave the firm, towards becoming better

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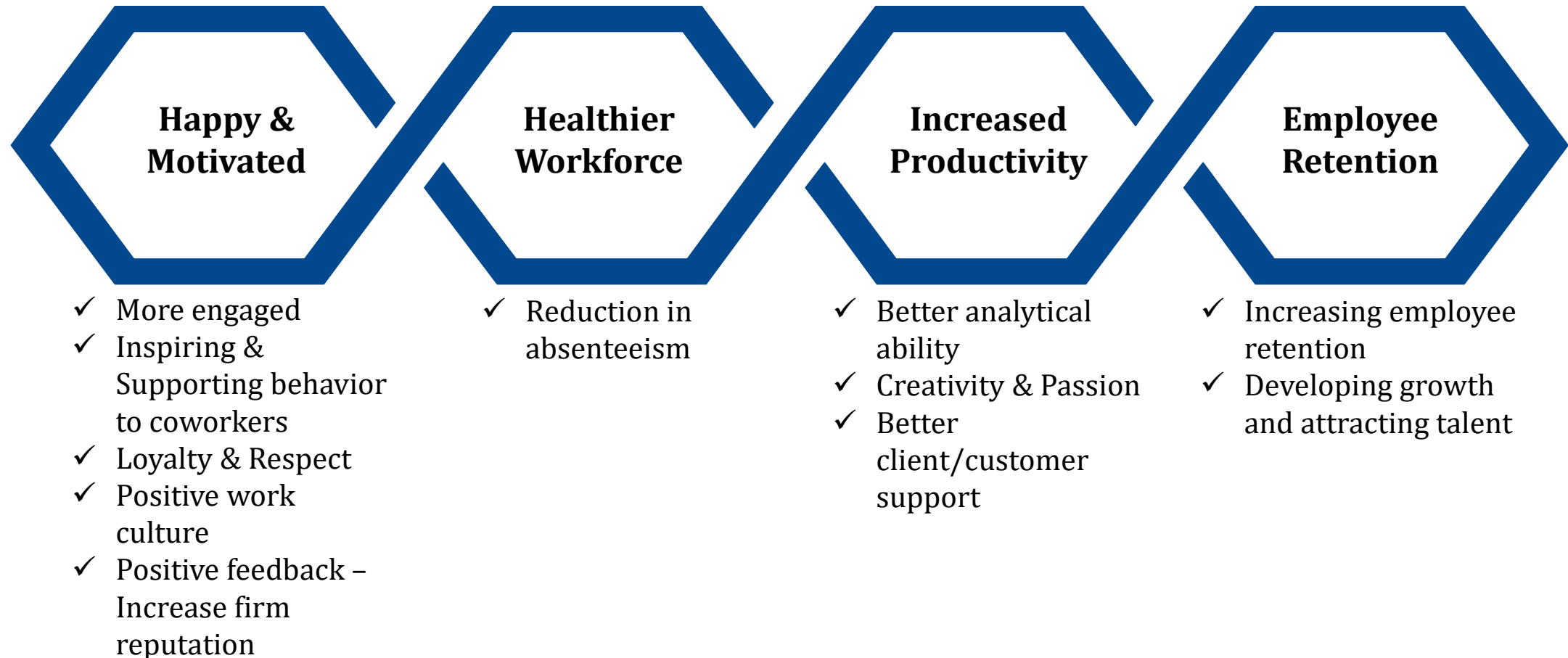
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How to attract employees

Understanding employee needs

Understanding and meeting the expectations of employee needs, play a vital role for a Company's morale, success, efficiency and productivity

Employees feel Valued, Empowered & Respected



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- i. Key employee needs
- ii. The new workplace trends

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How to attract employees

Key employee needs

Towards increasing Company's motivation and productivity, it would be beneficial to consider and fulfil some key employee needs



When most (if not all) of the **key employee needs are met**, and the employee feels **aligned with Company's Mission, Vision, Values, Goals & Strategy...**

⇒ **with high levels of engagement & commitment**



Important Question – Food for thought

How Companies can create a highly motivated workforce, in which employees are willing to sacrifice a significant amount of their energy, whilst providing the highest possible results?

Key employee needs

Health & Well-being and Work-life balance explanation and examples



Health & Well-being

Companies must show that they care about physical & mental health of the employees, by providing competitive benefits and packages, such as:

- ✓ Mental health days
- ✓ Free or discounted gym memberships
- ✓ Healthy snacks & meals
- ✓ Health insurance

Work-life balance

Employees need work and life balance, to enjoy their work life and avoid stress and signs of fatigue, such as:

- ✓ Flexible working hours
- ✓ Remote work or telecommuting allowance
- ✓ Generous paid time off

Key employee needs

Career Growth and Job Security & Fair Wages explanation and examples



Career Growth

Employees want to feel that Companies support and invest in their growth. Encouraging self-development through:

- ✓ Hard & Soft skills trainings
- ✓ Conferences & Seminars
- ✓ Free or discounted memberships to industry associations

Job Security & Fair Wages

Employees need confirmation that a Company will keep employing them, as long as they do their jobs well. A Company must provide:

- ✓ Safety and stability to its employers
- ✓ Build trust and have an open-door policy regarding questions about the company or even employee performance

Key employee needs

Belonging and Feedback & Recognition explanation and examples



Belonging

Employees need to feel as they belong to a supportive team, who cares about challenges the face.

Feedback & Recognition

Employees need validation when they are doing a good work or when they exceed the expectations. Honest feedback and encouragement to share ideas & suggestions freely without judgement, will prove beneficial both to the employee and the employer.

Recognition also plays an important role, as employees want to be recognized & acknowledge for their work. Compliments, or even public recognition through emails and/or meetings, can be some of the few valuable examples.

Key employee needs

Purpose & Responsibility explanation and examples



Purpose & Responsibility

Employees want to know they are working for a purpose, providing meaningful services in correlation to increasing the Company's profits. This can be accomplished through the right communication of Company's mission and the importance of an employee role.

Responsibility plays a vital role in the needs of an employee, as it makes them feel empowered & trusted at work. Freedom to work with challenges, make decisions and use their innovation and imagination, will enable them to feel more independent.

Key employee needs

Goals and Respect explanation and examples



Goals

Employees should have the freedom to set their professional and personal goals; with their manager or even on their own. Realistic goals give employees the benefit of the feeling of success and trust and motivates them for even higher results. Note:

- ✓ Goals must be realistic, immediate and measurable

Respect

Employees who feel respected and treated equally with the rest of the coworkers, are more likely to respect their work environment and their supervisors as well. Initiatives:

- ✓ Avoid showing bias or favoritism
- ✓ Employee's feedback and/or suggestions are more than welcome

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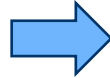
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The new workplace trends

Workplace trends are anticipated to expand further in the upcoming years, resulting in ongoing changes for businesses

Adapting the new trends



- ✓ Improve company culture
- ✓ Boosting employee retention
- ✓ Defeat complacency at workplace

Pillars of interest

**The “Gen Z”
Takeover**

**Strategic
Transformation**

**Employee
Experience &
Well-being**

**The new
“Remote” Era**

**The “SEA”
Changes**

The new workplace trends

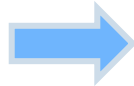
The “Gen Z” takeover in workplaces has already been noticed, with the forecasts predicting that the rate will continue to rise in the next few years

Pillar 1: The “Gen Z” Takeover

65% of global workforce by **2027**



Why are trainings important



Did you know about Gen Z...



- They can generate creative concepts & utilize creativity to create a notable impact in future workplace & culture
- A tech-savvy generation, due to the rapid adoption of social media, smartphones and new technologies

- ✓ Development of efficient soft skills
- ✓ Boosting leadership capabilities
- ✓ Ability to mentorship older generations

The new workplace trends

As time passes, businesses are speeding up their Strategic Digital Transformation initiatives to envision and restructure their operational processes

Pillar 2: Strategic Transformation

Generative AI

Keywords: ChatGPT, Prompt Engineering

 75% over months on **LinkedIn** member's profile

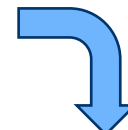
 in the next 5 years → Employees  expectations & investments around tech

Outsized impact on

Labor market Reality in work Career & learning pathways

Automation & Adoption of new tech

 Significant pressures from market

Prompting the change 

Greater need for strategic thinking around

Data analytics Marketing Sustainability Leadership

The new workplace trends

Employee experience and well-being are crucial for fostering a positive work environment, enhancing productivity, and ensuring long-term success for both, Employee and Company

Pillar 3: Employee Experience & Well-being

Experience

- Deliver good employee experiences
- Higher connection between Employees ⇔ IRL, to overcome AI

Retention & Hiring Challenges

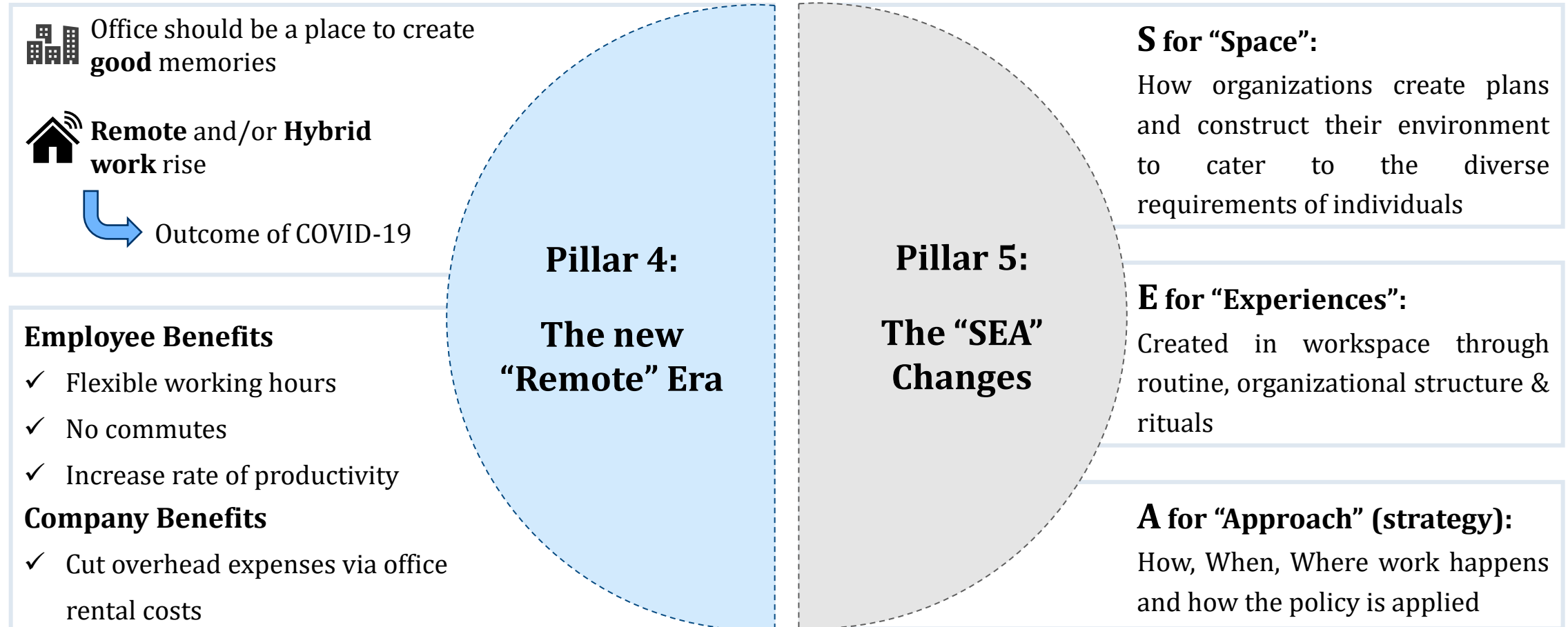
- Investment in employee developing programs; upskilling & reskilling initiatives

DEI (Diversity, Equity & Inclusion) Efforts

- **81%** of employees stated that they would consider quitting if company failed the demonstration of a commitment
- Boost investments in DEI (& Metrics/KPIs for tracking progress) will lay the groundwork for long term positive employee relations and outcomes

The new workplace trends

The new “Remote” Era has brought significant changes in correlation with the “SEA” changes



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How to attract employees

Businesses intend to attract and retain the best employees, but this is often easier said than done

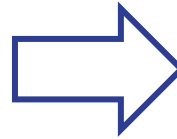
What candidates are seeking

Salaries &
Benefits

Company
Culture

Career
Development

Goals & Values
Alignment



What employers should do



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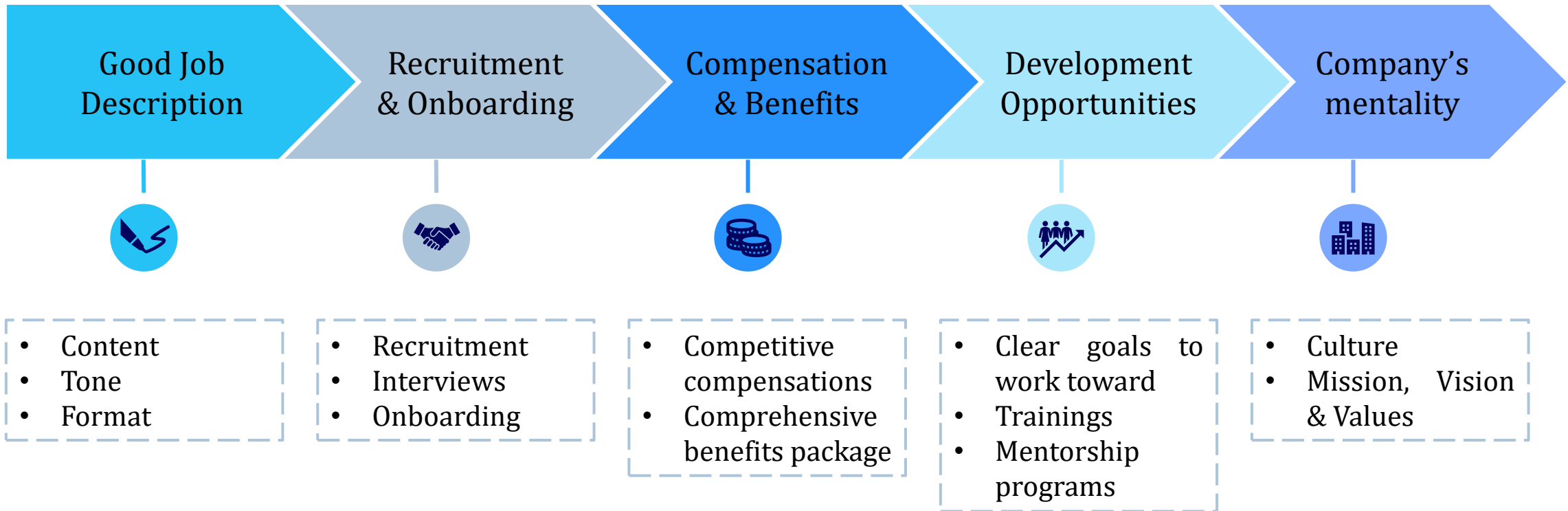
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How to attract employees

- i. Recruiting top talent
- ii. Job Description & Employee Role
- iii. Compensation & Benefits
- iv. Career progression, Growth & Development
- v. Values & Culture fit
- vi. Personal fulfilment & Relationship

Recruiting top talent

Recruiting top talent is often challenging due to the competitive job market and the high expectations of skilled candidates



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Job Description & Employee Role

A good job description is important as it clearly outlines an employee's role and responsibilities, ensuring a better understanding and performance within the Company...

Content

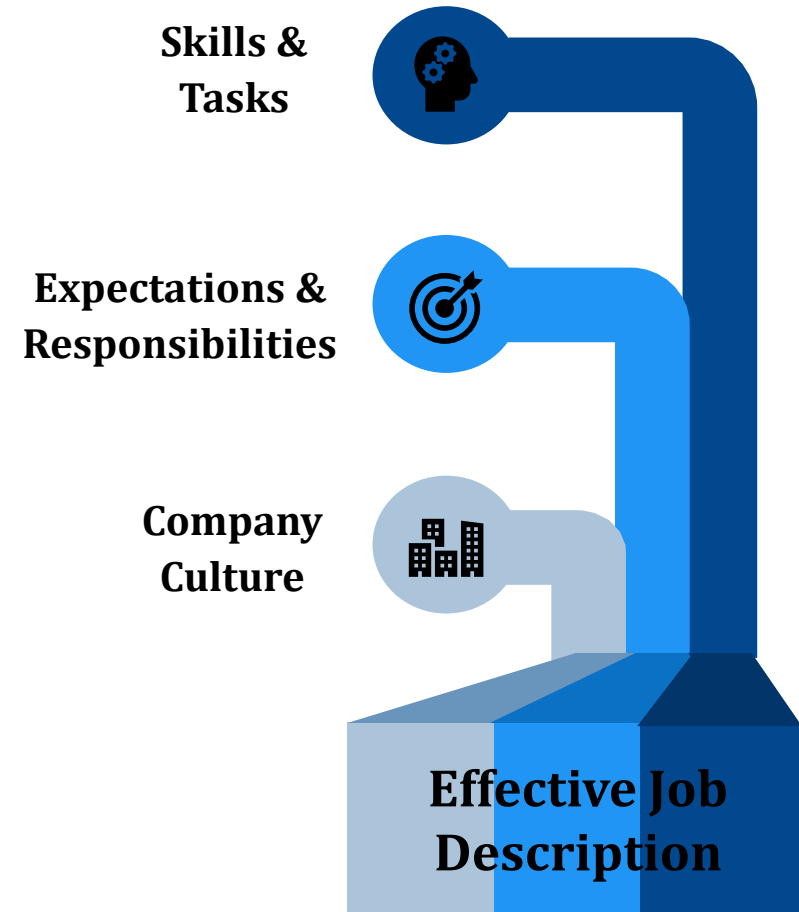
A Job Description is unquestionably the **first impression** a job seeker has of the Company

“

7/10 of candidates find **salary** as the **most important** aspect, followed by the **benefits package**

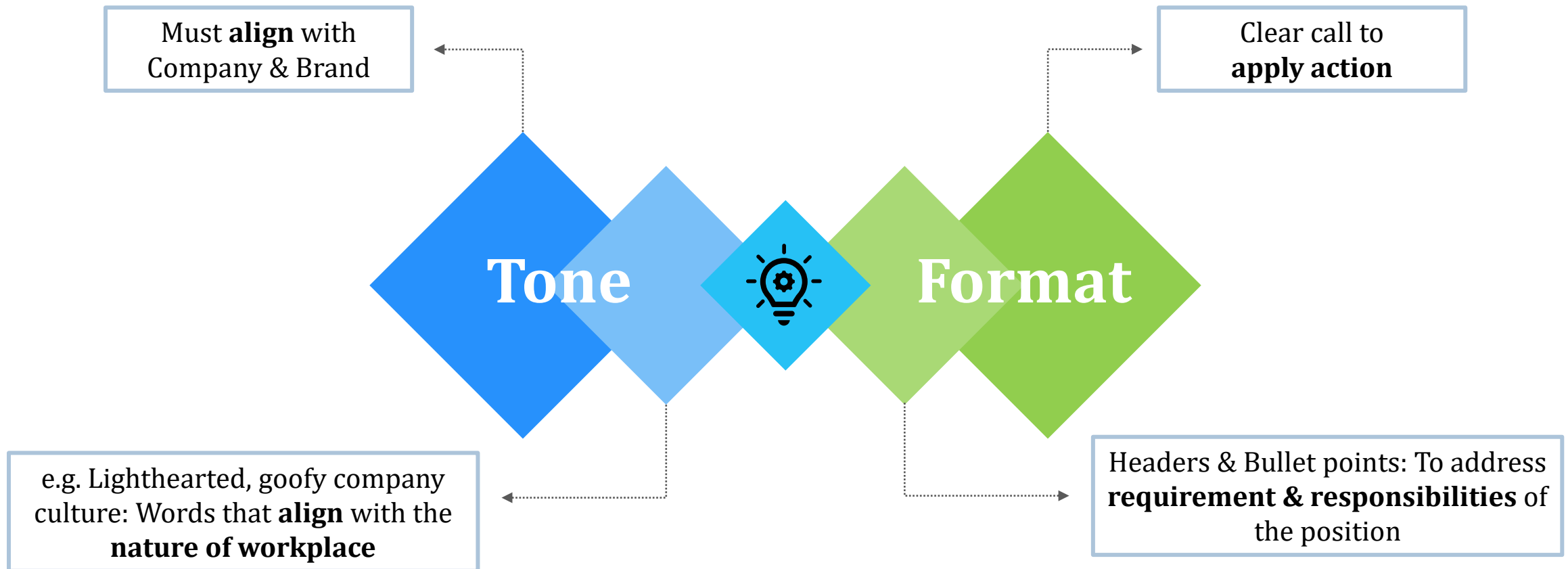
Study by *Skynova*, 2023

”



Job Description & Employee Role

... but it also has to align with the Company's Culture and Brand



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Compensation & Benefits

Compensation and Benefits are crucial in attracting and retaining talented individuals, motivating employees to perform at their best, and ultimately contributing to overall Company success

If you aim to hire skilled workers, you have to be prepared to pay them what they worth...



Review

Industry average for employee salaries



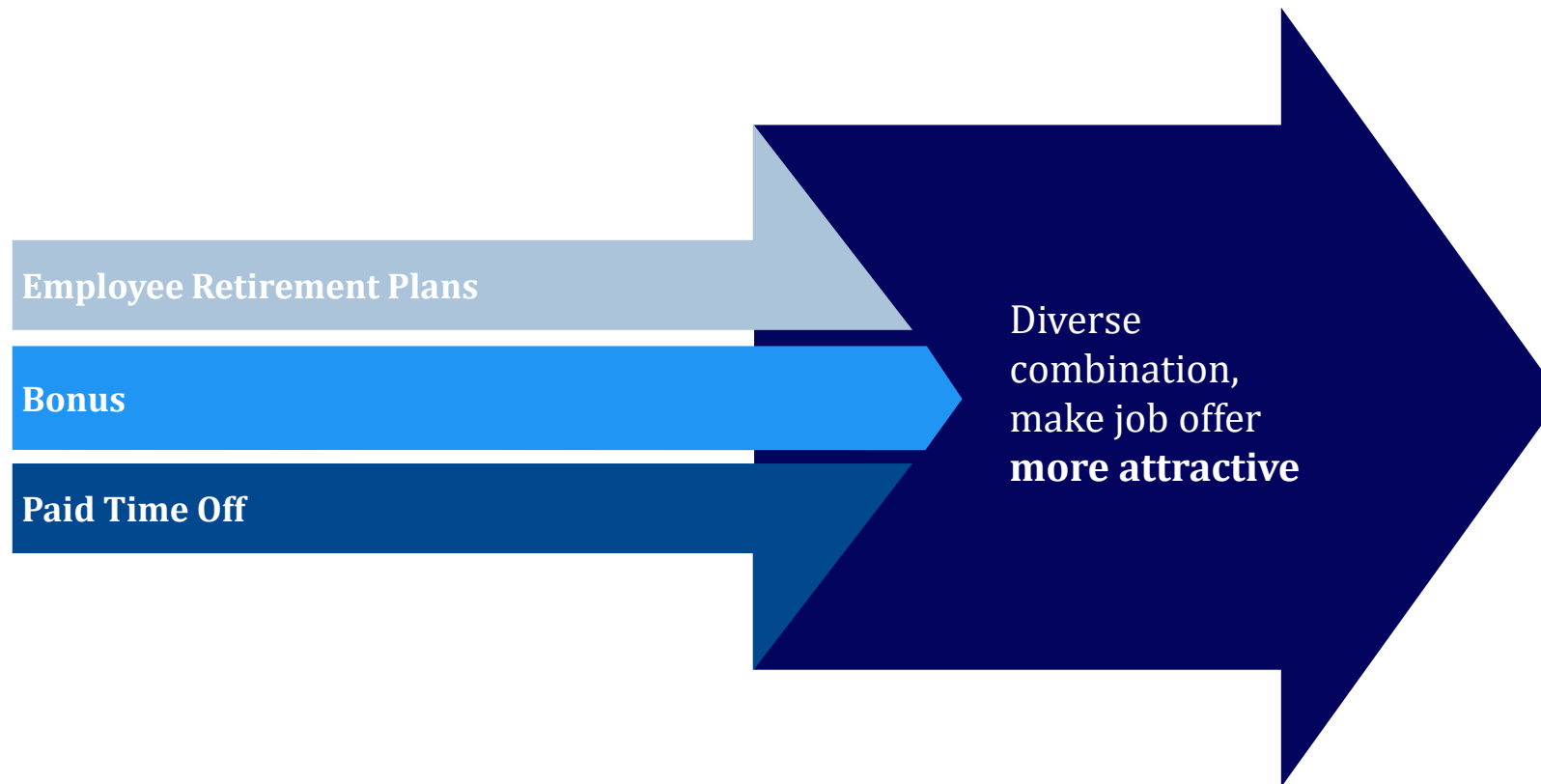
Benchmarks

Based on role, experience and location

Compensation & Benefits

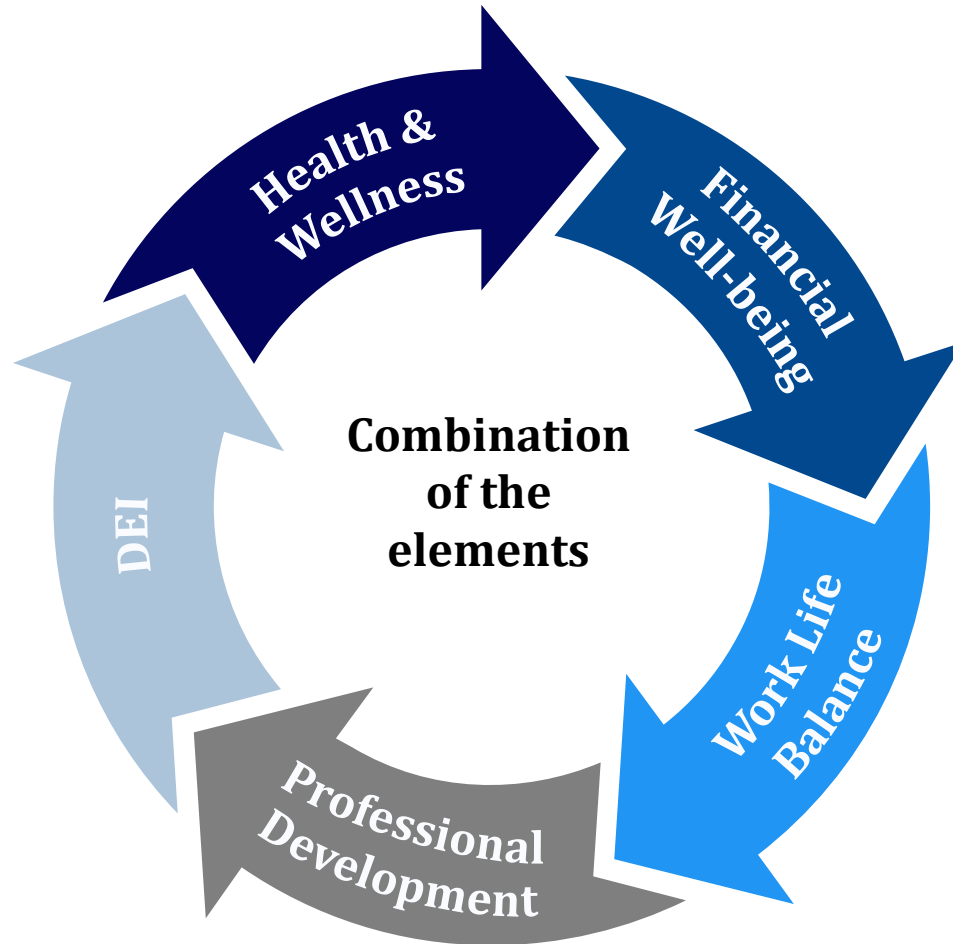
Compensation and Benefits are crucial in attracting and retaining talented individuals, motivating employees to perform at their best, and ultimately contributing to overall Company success

... but with all honesty 🪙 is not the only way to compensate employees



Compensation & Benefits

A company's valuable asset is the well-being of its employees



Great way to improve employee's
**health, well-being, job satisfaction
and productivity**

Examples:

- Family & Medical Leave
- Health Insurance
- Social Security
- Sport & Gym Memberships

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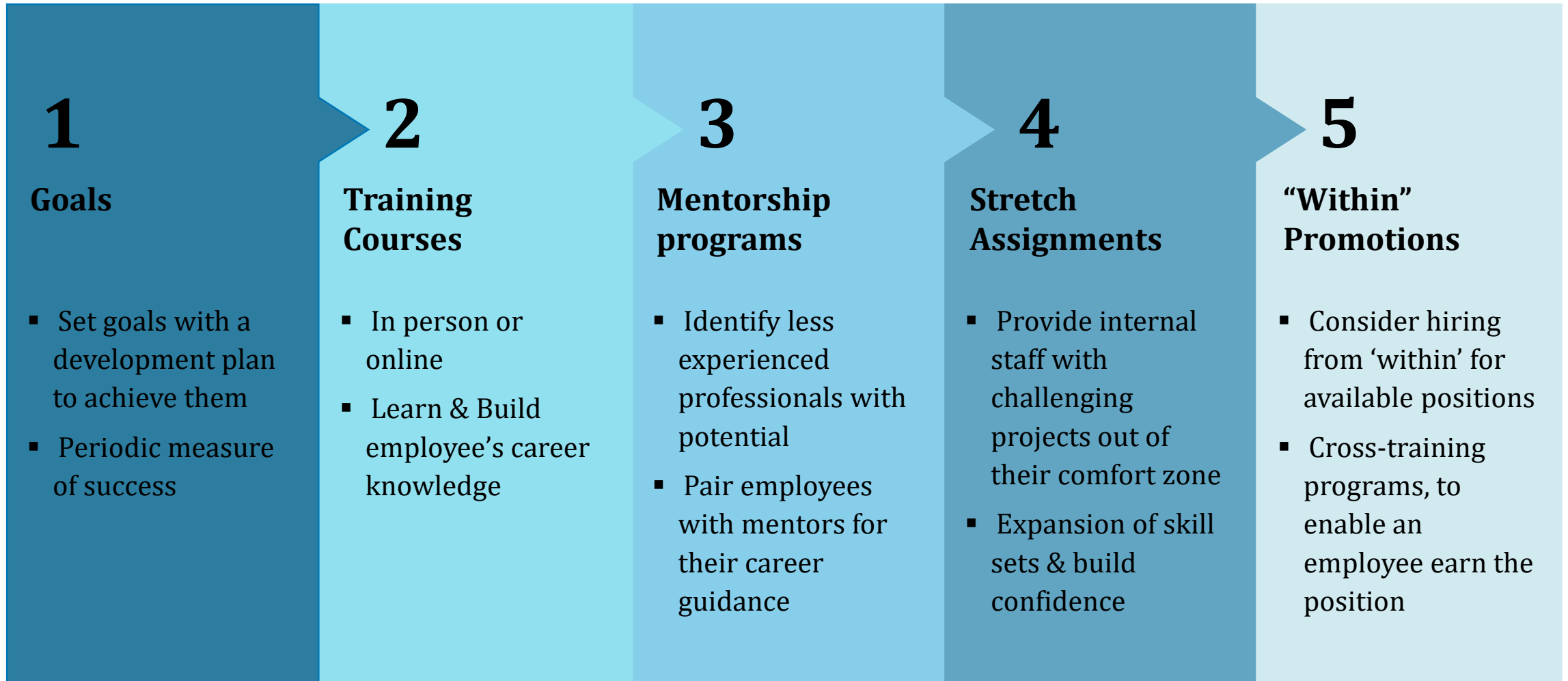
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Career progression, Growth & Development

According on surveys, it has been established that a lack of career development opportunities acts as a primary factor prompting employees to resign from their positions



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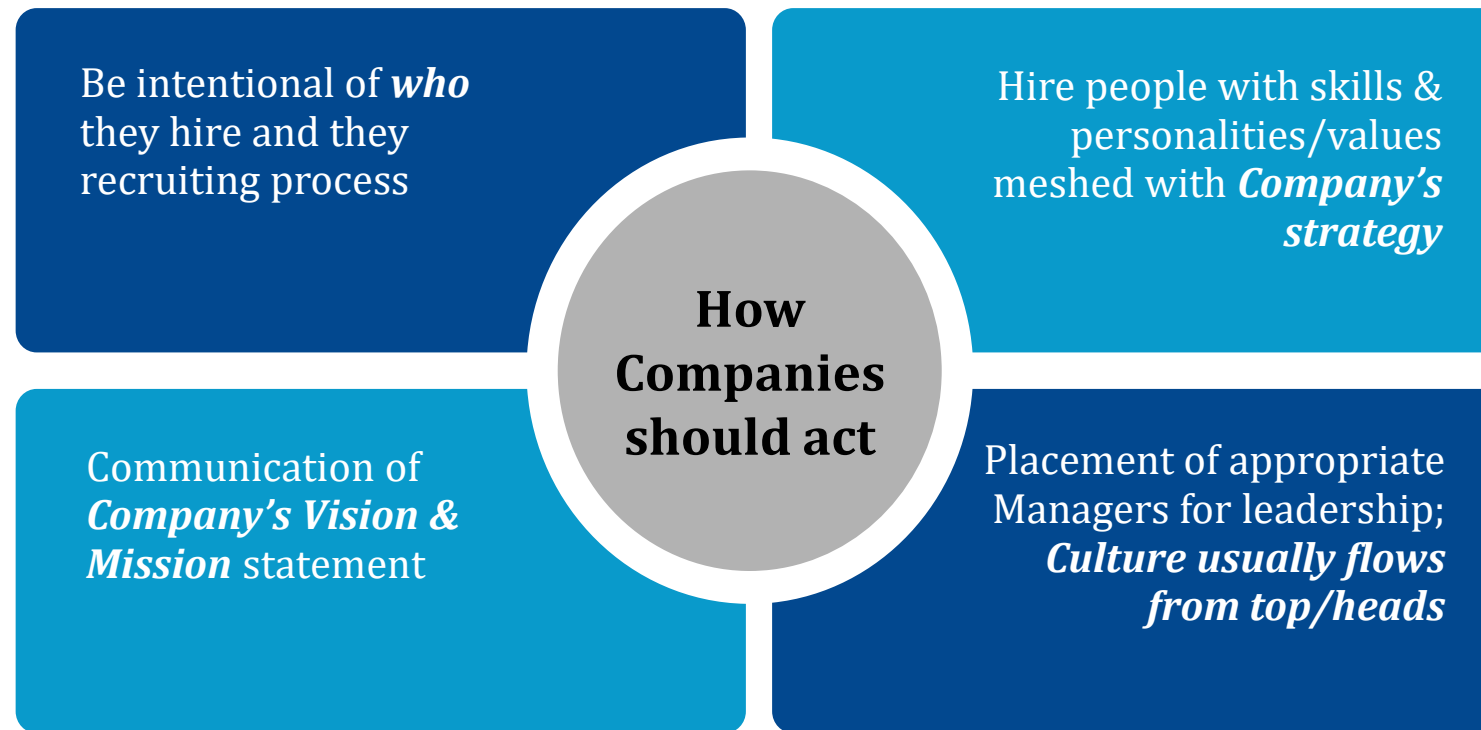
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How Companies Should Act: Building Trust and Inclusion Among Employees

Employees want to know that Company is acting in a way that they **trust** and **support**, in correlation with promoting inclusion, values, and celebrates staff diversity



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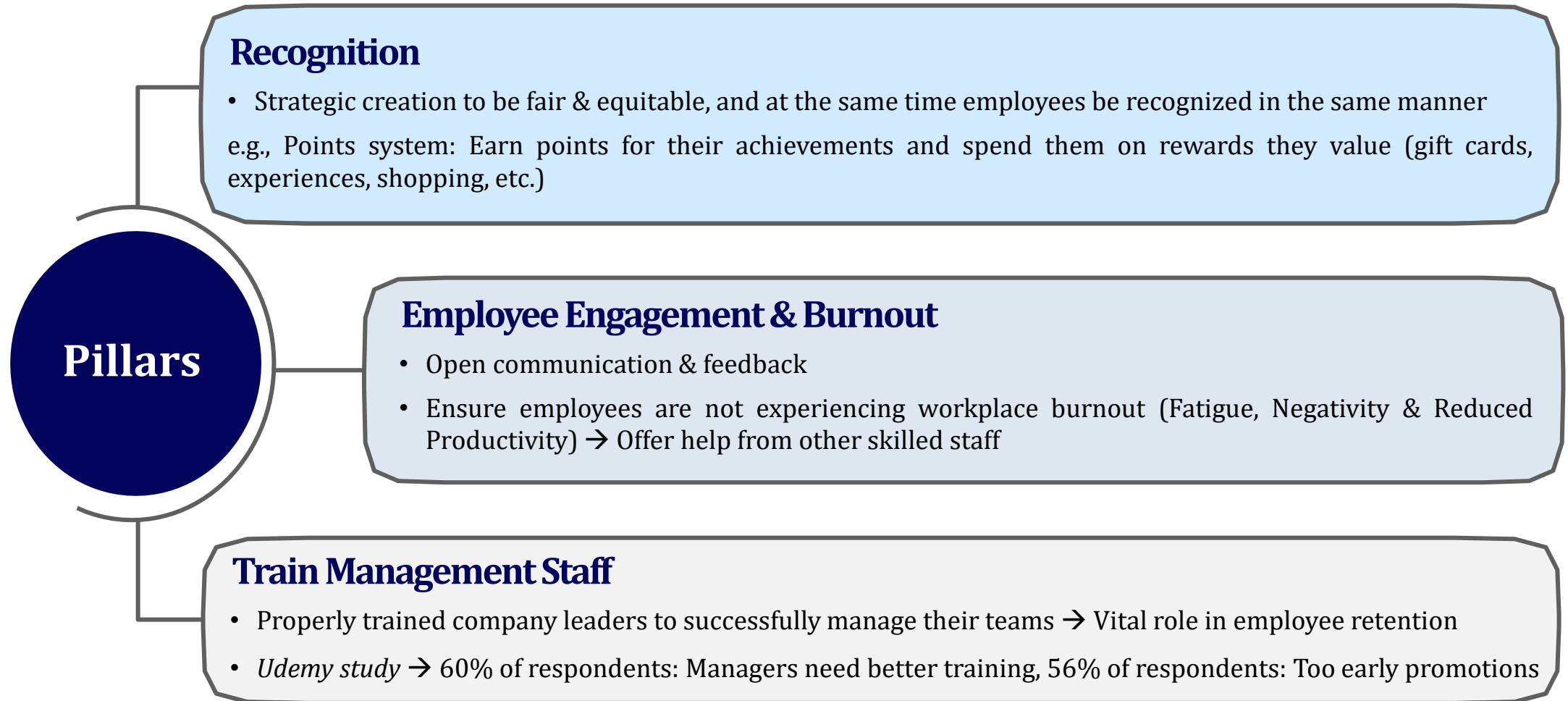
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Pillars of Employee Success: Recognition, Engagement, and Management Training





Kantor Management Consultants is a European strategic, innovative, hands-on consultancy, committed to providing top-notch and bespoke advisory services. We address complex client problems in major sectors of the economy. Kantor effectively transfers global knowledge and expertise, to address local needs.

Get in touch

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