



Identification and Motivation of High Potentials to Keep Their Intellectual Property in the Company

Stefan Henkel

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Master's Thesis from the year 2013 in the subject Business economics - Miscellaneous, grade: 2,5, University of Technology, Business and Design Wismar , course: Business Consulting, language: English, abstract: 21 percent of employees have no emotional attachment to the employer, 66 percent will be the call of duty. The figures have almost doubled since 2001. To counteract this trend, it is important to identify and motivate high potentials to retain them in the company. This primarily concerns the highly dedicated staff, but also the tacit knowledge of the employees that is not explicitly written down. The author chooses the following title for his Master-Thesis, to take up this subject of economic scientific: Identification and motivation of high potentials to keep their intellectual property in the company. On this occasion, it is started in the introduction to the subject and the problem is explained, the objectives of the Master-Thesis are presented and it will set a demarcation issue. Then it is shown how a simple method can identify high potentials. Chapter 3 describes the proper motivation of A-staff. This chapter includes case study. The following chapter is about keeping the previously identified employees in the company in order to exploit the existing potential. The top 10 employee retention tools are presented therein. This topic will also be completed by a case study. A final conclusion collects all the previously mentioned points and ventures a prognosis for the future. Appropriate literature used to work on this Master-Thesis is present. A corresponding list of references can be found in section IV: Bibliography. The author chose the above topic, as it is becoming increasingly difficult in the future, to find, identify and motivate good employees, to keep them in one's own company. The demand for high potentials is unimaginably high. In the end, it is in the interest of the company itself, not to lose the high potentials. Therefore there is always t

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