

# Attract and Retain Talent

The new generation

Dagrofa



# Let me introduce myself...



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# Why talk about attracting and retaining talents?



# Challenges coming up in the retail industry 2022

Increasing Food cost

Heated transport industry

Lack of people to hire

Prices going up on energy and raw material

# 42%

of all businesses in the service industry, report that **lack of labor as the biggest factor** limiting growth right now...



**Create  
the party  
people will  
talk about...**



But **how** do  
we do that?

1

Company reputation

2

Career progression

3

Inclusive Leadership

4

Work life balance

# Company Reputation – What we have done

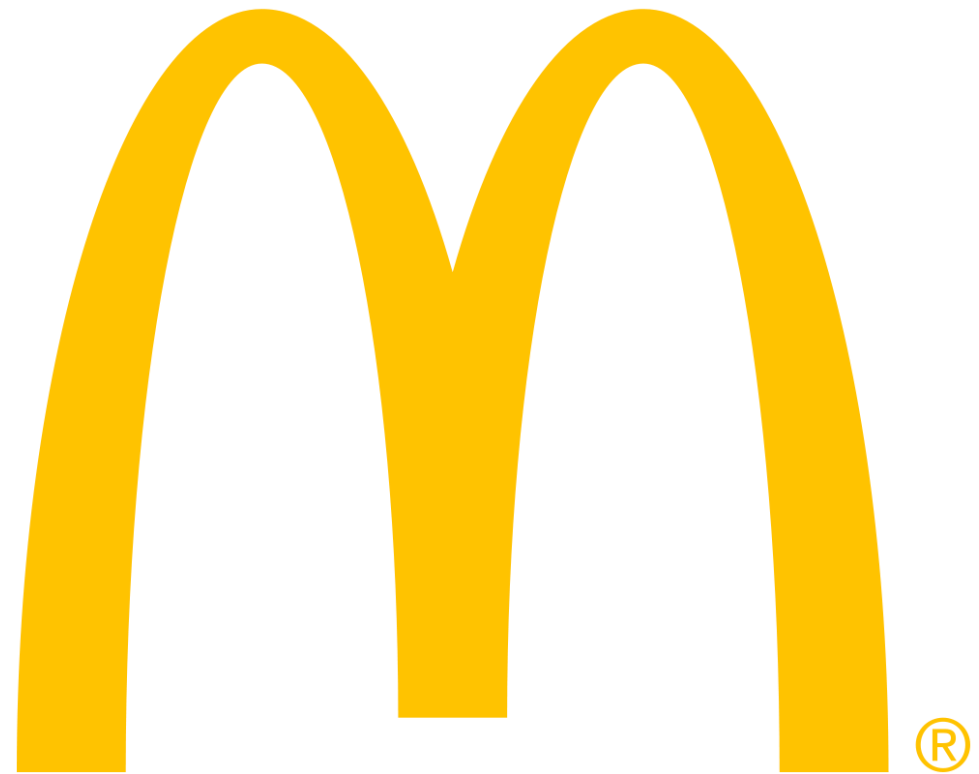
1. Brand ambassadors
2. Great SOME game
3. Make it a self-fulfilling prophecy





# Career Progression


Let me tell you a story...



# So **How** Do I Use This...



Clear career  
paths



Blended  
Learning



Educations that  
inspires and open  
opportunities



Mentor  
program

# Inclusive Leadership

## Big Rock 1

Yearly Targets

Status and evaluation of annual goals and determination of future goals and activities

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2022 SAMMEN 2024**

## Big Rock 2

Behavior

What supportive behavior is needed to deliver on the goals?



## Big Rock 3

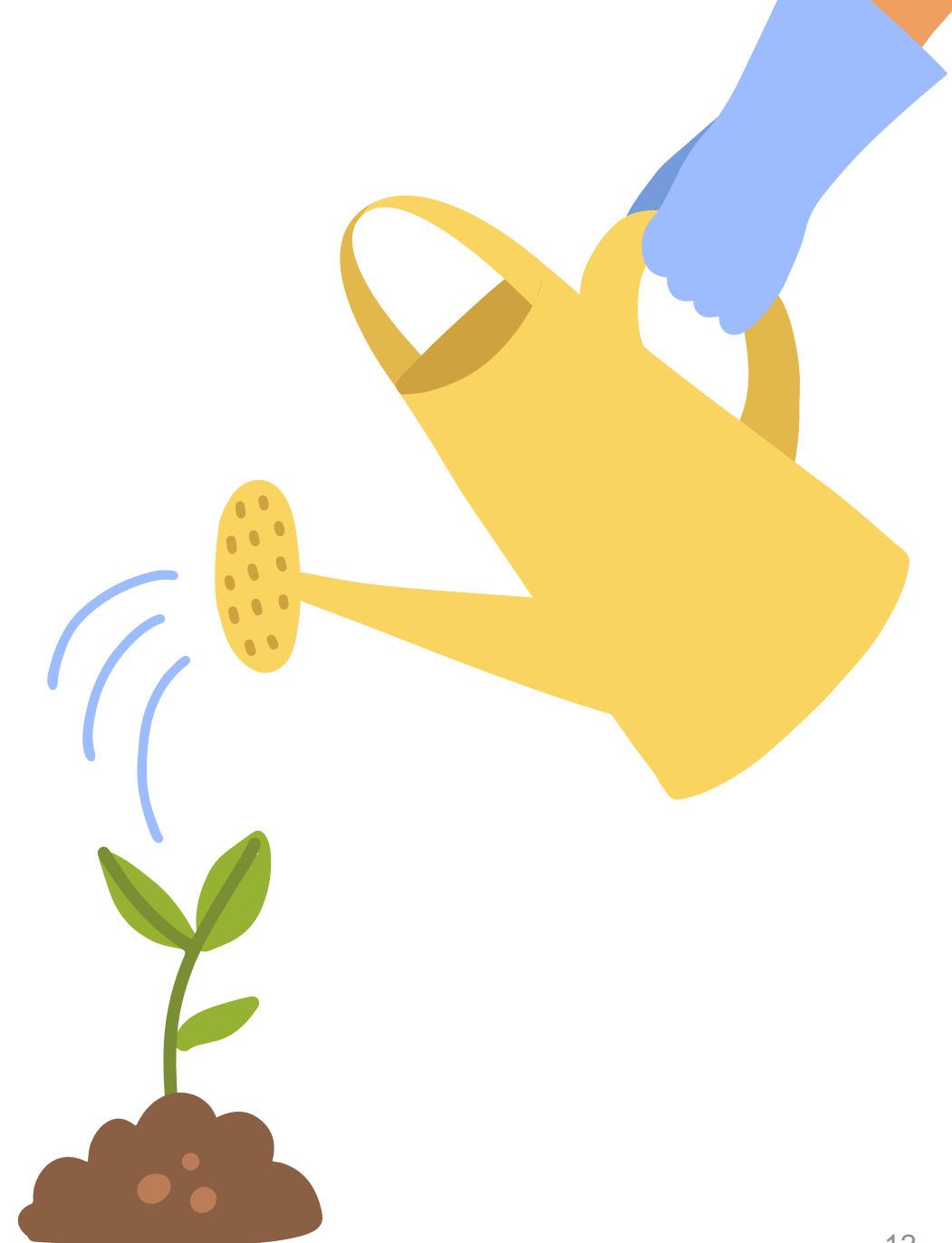
Development and Motivation

How good is the leader in creating an engaging environment where the focus is on development?



# Work Life Balance – What we have done

1. Clear roles and responsibilities
2. Don't call or mail your employees after normal work hours
3. Offer your help





**When we treat our  
people great, the sun  
will shine through  
the clouds**

Thank you  
for your time

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