

# SOFTWARE DEVELOPMENT COMPANY

Enhancing Employee Retention in a Software Development Company

30 employees  
Lyon, France



## OBJECTIVES

A prominent software development firm approached us to gain insights into their employee retention challenges. They were keen to understand why their employees chose to stay and sought strategies to boost retention. Our task was to delve into aspects such as meaningful recognition, development opportunities, and the ramifications of turnover on both managers and teams.

## OUR APPROACH

Our approach to employee retention is innovative and cost effective for companies. Unlike traditional consulting methods that prioritize salary increases and promotions, we have found that intrinsic rewards boost higher job satisfaction than financial incentives for technical workers. This means creating opportunities for learning and personal development, and acknowledging their contributions in a meaningful way. This approach not only enhances employee morale but also positions the company as a desirable place to work, attracting top talent.

In a swift timeline of 25 hours, our team collected data at the client site to assess the existing retention health of the company and what type of recognition is truly meaningful to employees. This included conducting an employee engagement survey, one-on-one interviews, and extensive research into industry best practices for recognition.

## OUR INSIGHTS

### 1. Communication of a Clear, Short-Term Vision

We focused on the importance of a clear, short-term vision that employees can understand and relate to. This approach ensures that everyone knows the direction of the company and sees how their individual efforts contribute to the overall goals.

### 2. Recognition of Learning and Growth

We emphasized the value of recognizing and celebrating employee learning and growth. By acknowledging achievements and encouraging continuous development, we foster a culture where continuous learning is valued and rewarded.

### 3. Skill Advancement and Managerial Training

We recommended two key elements: offering pathways for technical skill enhancement and providing specialized training for managers. This dual approach supports employees in advancing their technical skills while equipping managers with the tools to effectively engage and retain their team members.

## AT A GLANCE

### KEY INSIGHTS

- Communication of a Clear, Short-Term Vision
- Recognition of Learning and Growth
- Skill Advancement and Managerial Training



## NIKI MATHUR

CEO and Founder

Niki is currently a graduate student in the MSOD program at Pepperdine Graziadio Business School, where she consults internationally and focuses on strategic leadership, change management, and personal development.