



communication
as the
ultimate strategy
to sustain your talents

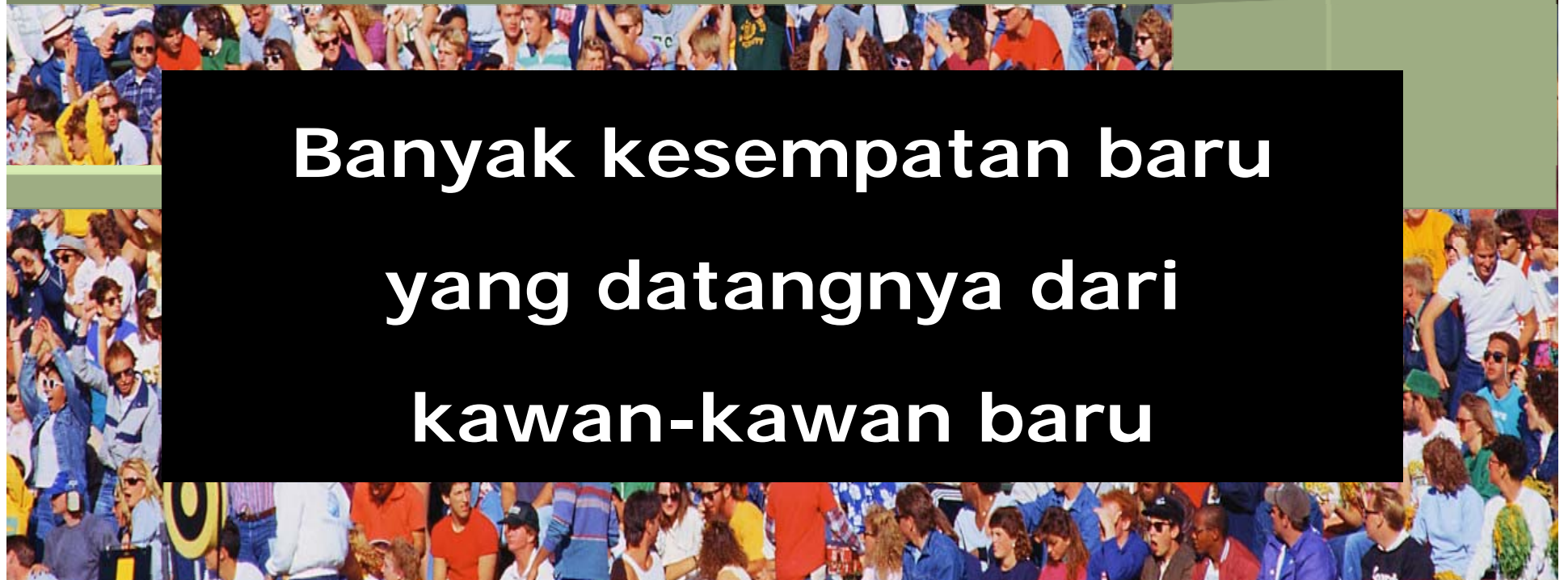
Presented by

James Gwee, MBA

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Exclusively for





**Banyak kesempatan baru
yang datangnya dari
kawan-kawan baru**

ATTRACT vs RETAIN

RETAIN
*(Good Quality
People)*



ATTRACT
*(Good Quality
People)*

Which Is Easier ?

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A close-up photograph of a hand holding a yellow daffodil flower. The hand is positioned in the lower right, with fingers gently gripping the green stem. The flower is in full bloom, with several bright yellow petals. The background is a soft, out-of-focus light blue and white, suggesting an outdoor setting. The overall mood is gentle and thoughtful.

Remember...

*You deserve the
people that you get*



Are you able to :

- **ATTRACT** the right people ?
- **RETAIN** the right people ?

James Gwee .T.H., MBA

When People Are UNCERTAIN

- They look for **SECURITY**
- They reach out for **HOPE**



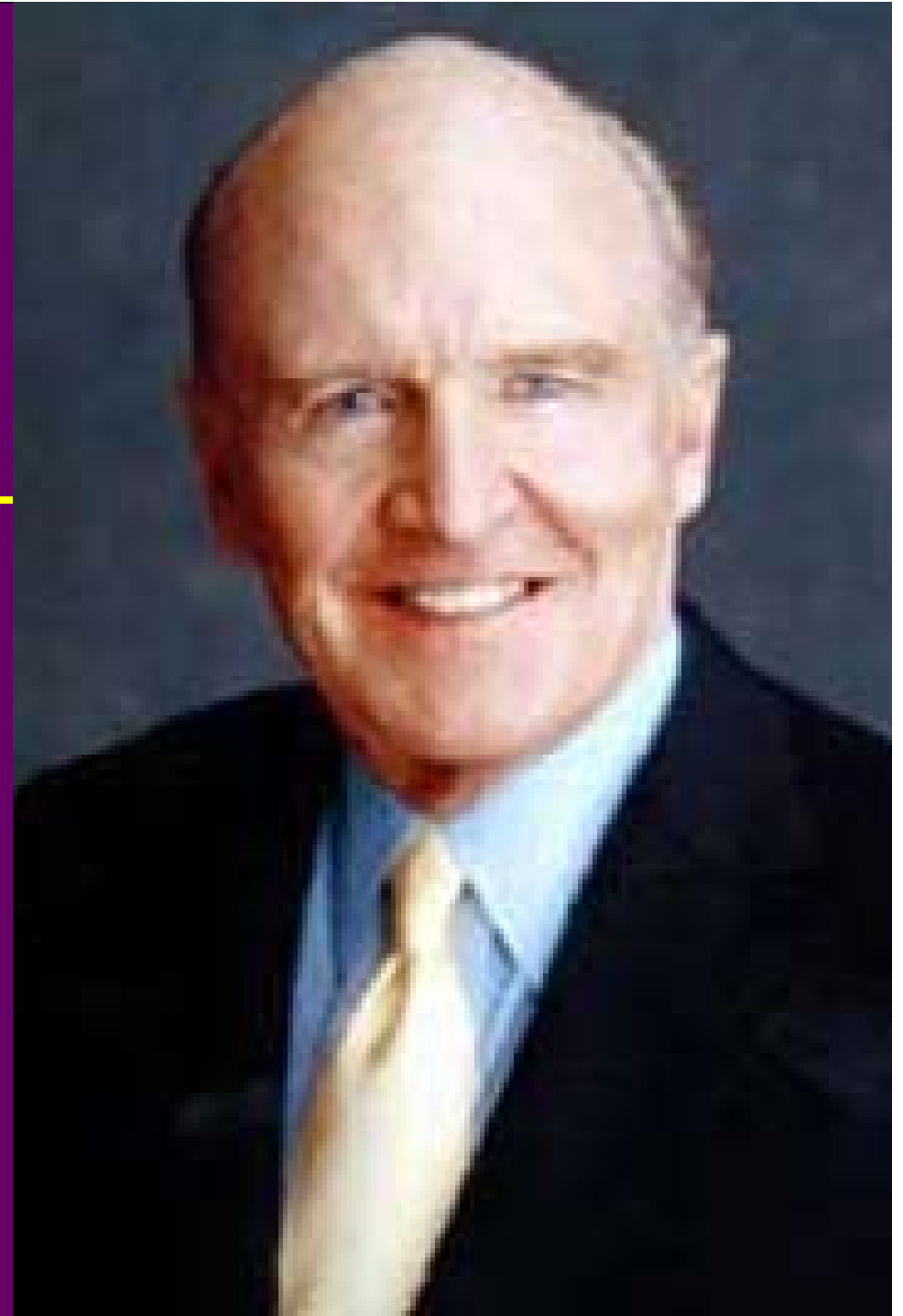
They listen to lunchtime GOSSIP

***TIMELY INFORMATION &
COMMUNICATION ARE CRITICAL***



1 SOURCE
OF
INFORMATION

*From The
CEO
Himself*



2 SOURCE OF INFORMATION

*From The
Corporate
Spokesman
(Internal PR)*



3

SOURCE OF INFORMATION

*From The
Line Manager*



4

SOURCE OF INFORMATION



From The Grapevine



The Right

Timing is

SO

IMPORTANT

The ability to
CONVEY THE
MESSAGE
effectively is
even more
important



James Gwee .T.H., MBA

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people that you get*

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***Thank You
&
God Bless
You !***

