

WORKING CONDITIONS TRIGGER ATTRITION

Parag Jadhav

Most people leave their jobs not in search of good salaries but for better working conditions, an American management consultant said on Friday.

"Human Resource Department has a major role to play in a company's progress because there are more issues related to human resources today. Most of the people who leave their jobs frequently, do so in search of better working conditions and not salary," President of Persona Global, USA, Jon Gornstein, who is currently in Pune, told *Sakaal Times*.

It is the relationship with the immediate superior, which matters a lot. Most companies work from top to bottom, where there is more dictatorial leadership.

"Harvard Business review in a study has shown a flow chart which was drawn to depict the relationship between employee retention to customer behav-



MANAGEMENT TALK: CEO, Cats Academy, Pune Atul Bapat (left) and President Persona Global, California, USA, Jon Gornstein

our. If they are not motivated enough, they don't treat the customers properly, resulting in loss of revenue," he said.

Gornstein is in the city for a tie-up with local business solutions provider Cats Academy. The tie-up would help CATS Academy become the India partner of US dollar 12 million (Rs 53 crore) worth Persona Global.

"A Harvard study published about an American company called Sears, Roebuck and Co. has shown that five per cent improvement in employee satisfaction resulted in the company earning US dollar 200 million as revenue," he said.

Most managers don't have management skills to work with people whom they are managing. Young graduates don't

MORE REVENUE

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- President Persona Global, USA, Jon Gornstein

have the experience to differentiate between wisdom and intelligence.

"This is because the business schools are teaching how to develop intelligence and not wisdom regarding treating its junior level employees. Our training programmes are aimed at improving the skills to change the attitude of managers towards dealing with various situations," he said.

REPORTER

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