



**REPORT ON
DEVELOPING AN EFFECTIVE EMPLOYEE ENGAGEMENT
STRATEGY IN RETAIL INDUSTRY, UNILEVER**

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Introduction

Employee retention is indicated as the ability of an organization to prevent employee turnover. In simple terms, organizations invest concerted efforts in order to ensure that staff commitment and loyalty are continued. The primary aim is to create a competent and able workforce consisting of the best employees. Employee retention strategy includes the reduction of employee turnover. The prevention of attrition, as well as enhanced retention, is faster through employee engagement. Employee retention has a lot of benefits such as increased customer service as well as a reduction in recruitment costs.

The aim of this report is to provide a reflective statement with regard to the overall experience. Self-evaluation is beneficial in order to understand one's level of learning and break down the experience into multiple steps. There are a lot of stages in reflective thinking which focus on feelings and the development of an action plan.

Reflection on Unilever and its employee retention practices

I was responsible for the preparation of a PowerPoint presentation along with my teammates. The topic allotted to us was the development of an effective employee retention strategy. The team members had come to our joint decision to select the company Unilever for the PPT. The team consisted of 4 members and each member wherein each member was responsible for the creation of certain slides (Akpan et al., 202). The allocation of responsibilities was done by the mentors as well as the team members. I have portrayed the leadership and management system of Unilever. The interviews and feedback were discussed in the task. I provided a small overview of Unilever the task as well. I have further discussed the employee retention practices which were developed by Unilever. I have shown some statistical information about Unilever in the presentation. I have gathered that Unilever makes a conscious effort in empowering women and have an inclusive work culture. Assistance programs enable the employees at Unilever to voice their opinion upfront. Lastly, I have discussed some issues faced by Unilever to retain its employees. We were allotted a total of seven days for the completion of this PowerPoint presentation. I was the third student who was responsible for preparing the task on an overview of Unilever. Multiple challenges faced by the company were also allotted to me. This was my first time participating in a team which has increased my sense of anxiety and nervousness and me. I was enthusiastic about performing to the best of my abilities in order to make the PPT a success. I was confident that I will be able to be a helpful and responsible member of the team. The assignment allotted to us is a challenging one which had evoked a

sense of interest in me. I was able to overcome my anxiety with the support of my team members and mentors.

I have realized that employees are a crucial part of an organization and are vested with significant responsibilities (Odeleye, 2021). An organization aims at the creation of a competent and skilled workforce in order to increase the chances of success. Taking part in a team for the first time increased my sense of responsibility and leadership in me. I am able to take responsibility and voice my opinion in a constructive manner. I believe that communication skills are an essential attribute necessary for both personal and professional development. Effective time management is also necessary in order to avoid procrastination and to complete the assignment on time.

Reflection on challenges of employee retention in Unilever

I prepared a slide based on Unilever's employee retention practices. The context of Unilever has enabled me to explore the retention strategies adopted by the company. However, there are a lot of challenges which are faced by Unilever in employee retention. I discovered this while preparing this presentation on the challenges faced by Unilever in employee retention. There are a lot of factors which are responsible for employee turnover which need to be addressed (Osho, 2022). After going through several articles on Unilever I have identified certain challenges faced by the organization. There are major internal conflicts among employees. Employee feedback is a major challenge which requires a lot of attention. I have come across the fact that employees at Unilever are prone to overwork. This ignores the mental health and well-being of the employees leading to huge employee turnover. I have realized that I have strong communication skills which enables me to express myself responsibly. I am able to take significant decisions which indicates effective leadership skills. I do realize that I need to work on proper time management skills. This is because of the fact that delay and irregular schedule results in poor-quality of assignments.

I believe that I was able to make the task informative and accurate with my robust research skills. I have understood that identifying the causes of employee turnover is essential in order to design a mitigation strategy. I need to work on improving my digital skills in order to make better presentations in the future. Time management is an area which needs to be focused on by me. It is essential to stick to a proper schedule in order to ensure that the work is completed on time. Decision-making skills are an integral attribute of a leader. I intend to make use of certain applications which shall enable me to prepare and work while maintaining a schedule.

Participating in smaller projects in a team can enable me to increase my self-confidence (Akpan et al., 2022). I intended to enrol myself in a digital learning course to improve my digital skills. I intend to apply the knowledge which I have gained from this PowerPoint presentation in the professional field. This shall enable me to become a competent and able employee.

Conclusion

It can therefore be concluded that it is essential for an organization to implement an effective employee retention strategy. The identification of the factors which lead to employee turnover needs to be carried out. Reflective thinking is an effective tool in order to get a brief idea regarding the experience. There are a lot of skills which increase the credibility and competence of an individual. Team Working skills are necessary in order to make the assignment a success. Time management skills are essential for the completion of assignments on time

Reference List

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