

HR Smart Talk Episode 5

# The Retention Formula for HR People:

## What Makes TOP TALENT Stay?

### Key Topics

- ✓ Framework Retensi yang Perlu Dimiliki Setiap HR Leader
- ✓ Ubah Turnover Menjadi Loyalitas Karyawan Jangka Panjang

Presented by

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Sebutkan salah satu  
**Faktor Resign**  
yang sering Bapak/Ibu tangani?

Feel unappreciated by  
organization

**54%**



Feel unappreciated by  
manager

**52%**



Don't feel a sense of  
belonging

**51%**



McKinsey, 2021



## THE REALITY

# 5 FAKTOR TERBESAR PENYEBAB KARYAWAN RESIGN

Alasan resign beragam, tidak hanya soal gaji.  
Berikut 5 alasan utama karyawan meninggalkan pekerjaan mereka.



16%

Pay /  
Benefits



11%

Personal  
Reasons



10%

Relocation



9%

Direct Supervisor /  
Manager / Senior  
Leadership



9%

Advancement,  
Development &  
Career  
Opportunities



Retention bukan hanya mencegah karyawan keluar,  
tapi menciptakan **cukup alasan untuk mereka tetap tinggal.**

# The Problem

We are good at hiring talent.  
But are we good at making them stay?

**THE** not simply  
**CHALLENGE** employee turnover.  
**IS** understanding what makes  
critical talent choose to stay.

REACTIVE

VS

PROACTIVE



# RETENTION $\neq$ JUST PREVENTING RESIGNATION

Bedakan cara pandang tradisional vs strategis dalam retention.

| TRADITIONAL RETENTION                                                                                                | VS | STRATEGIC RETENTION                                                                                                               |
|----------------------------------------------------------------------------------------------------------------------|----|-----------------------------------------------------------------------------------------------------------------------------------|
|  Mencegah resign                    | →  |  Membuat alasan untuk <b>stay</b>              |
|  Counter offer                     | →  |  Employee experience                          |
|  Salary adjustment                | →  |  Career growth                               |
|  Exit interview                   | →  |  <b>Stay</b> interview                       |
|  Fokus saat orang mau keluar      | →  |  Fokus sepanjang <b>employee journey</b>     |
|  “Bagaimana supaya tidak resign?” | →  |  “Mengapa mereka mau <b>tetap di sini?</b> ” |

“

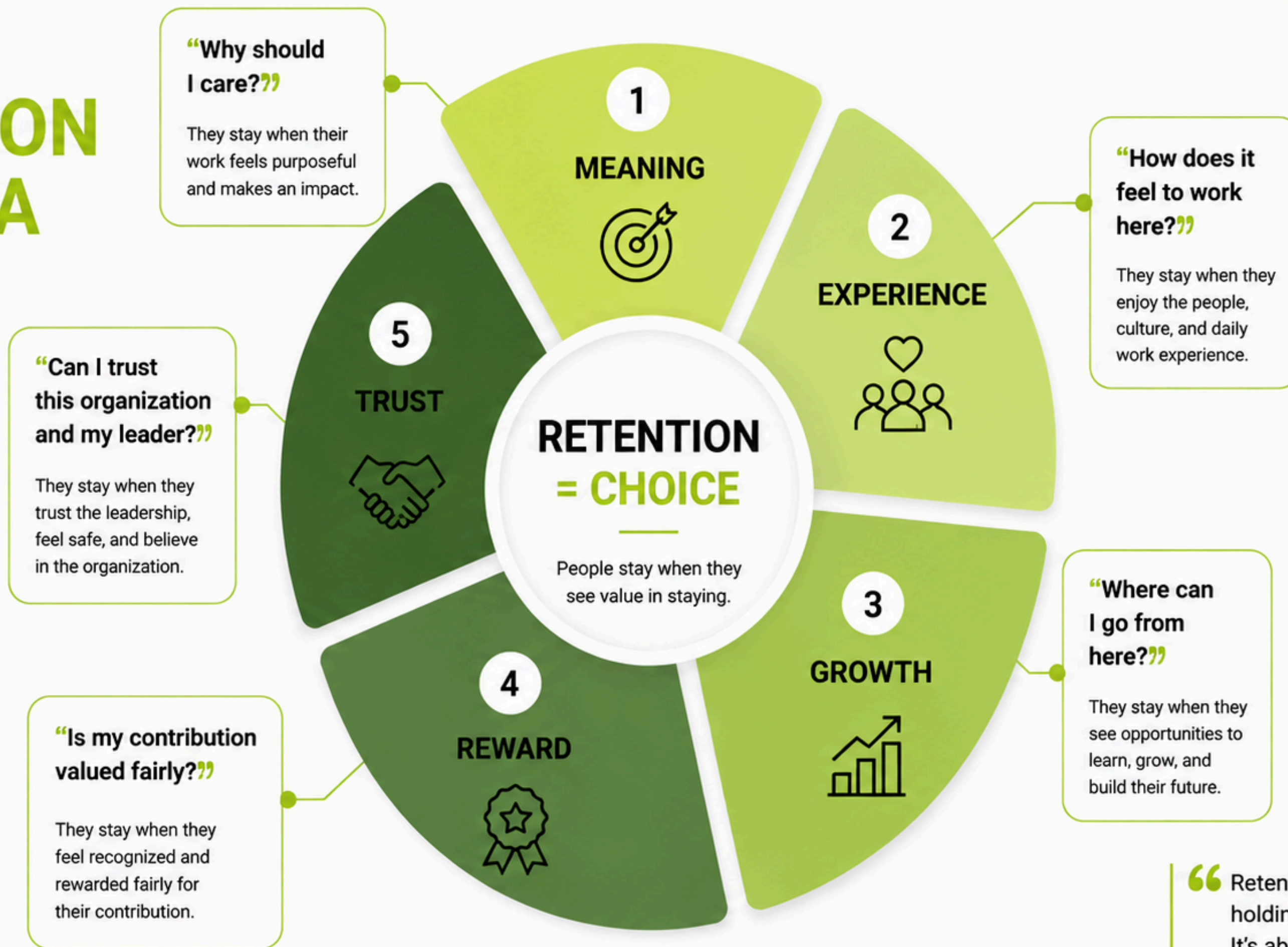
Retention bukan soal menahan orang yang ingin pergi, tapi membangun alasan kuat bagi mereka untuk **tetap bertahan.**

”



# THE 5 RETENTION FORMULA

Top talent don't stay because of one reason. They stay because of enough reasons.



“Retention is not about holding people back. It's about building a place they **choose to stay**.”



# STAY INTERVIEW

A **proactive conversation** to understand why employees stay, what may make them leave, and what the organization can do to strengthen their reasons to stay.



## EXIT INTERVIEW



Dilakukan setelah employee memutuskan pergi.



Fokus: "Why did you leave?"



## STAY INTERVIEW



Dilakukan saat employee masih bekerja.



Fokus: "Why do you stay, and what might make you leave?"

VS

### KONSEP BESARNYA



LISTEN



IDENTIFY



ACT



FOLLOW UP



### Stay Interview ≠ Employee Satisfaction Survey

Survey mencari pola populasi,  
Stay Interview mencari **insight individual** yang bisa ditindaklanjuti.

### TUJUAN STAY INTERVIEW

1



#### UNDERSTAND

Apa yang membuat employee tetap bertahan?

2



#### IDENTIFY

Apa yang membuat mereka berpotensi meninggalkan organisasi?

3



#### PRIORITIZE

Faktor mana yang paling penting bagi employee tersebut?

4



#### ACT

Intervensi apa yang realistis dilakukan?

5



#### FOLLOW UP

Apakah action tersebut benar-benar memberikan perubahan?



Retensi terbaik tidak dimulai ketika orang ingin pergi, tapi ketika kita benar-benar memahami **alasan mereka untuk tetap tinggal**.



# STAY INTERVIEW

A **proactive conversation** to understand why employees stay, what may make them leave, and what the organization can do to strengthen their reasons to stay.

“

The best time to understand why someone stays is **before** they decide to leave.



## 7 KEY QUESTIONS BEFORE THEY LEAVE

1



### MEANING

What makes your work meaningful to you?

Memahami apakah karyawan merasa pekerjaannya berdampak dan bernilai.

2



### EXPERIENCE

What do you enjoy most about working here?

Menggali hal-hal positif yang membuat karyawan betah bekerja di organisasi.

3



### EXPERIENCE

What is the most frustrating part of your work experience?

Mengidentifikasi pain points atau hal yang sering membuat karyawan frustrasi.

4



### GROWTH

What would you like to learn or achieve next?

Menemukan aspirasi dan kebutuhan pengembangan diri karyawan.

5



### REWARD

Do you feel your contribution is recognized and fairly rewarded?

Memahami persepsi keadilan dan bentuk apresiasi yang bermakna.

6



### TRUST

What could your manager or the organization do better to support you?

Menggali tingkat kepercayaan serta dukungan yang dibutuhkan dari leader dan organisasi.

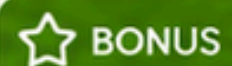
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### RETENTION RISK

What might make you consider leaving?

Mengidentifikasi faktor risiko yang dapat mendorong karyawan untuk pergi.



BONUS

What is one thing we could change that would make you want to stay longer? Mengubah percakapan menjadi **insight** yang **actionable** dan konkret.



### LISTEN

Dengarkan dengan empati tanpa menghakimi.



### IDENTIFY

Temukan tema, pola, dan risk yang muncul.



### ACT

Rancang dan jalankan tindakan yang relevan dan realistis.



### FOLLOW UP

Tindak lanjuti dan ukur dampaknya secara berkala.

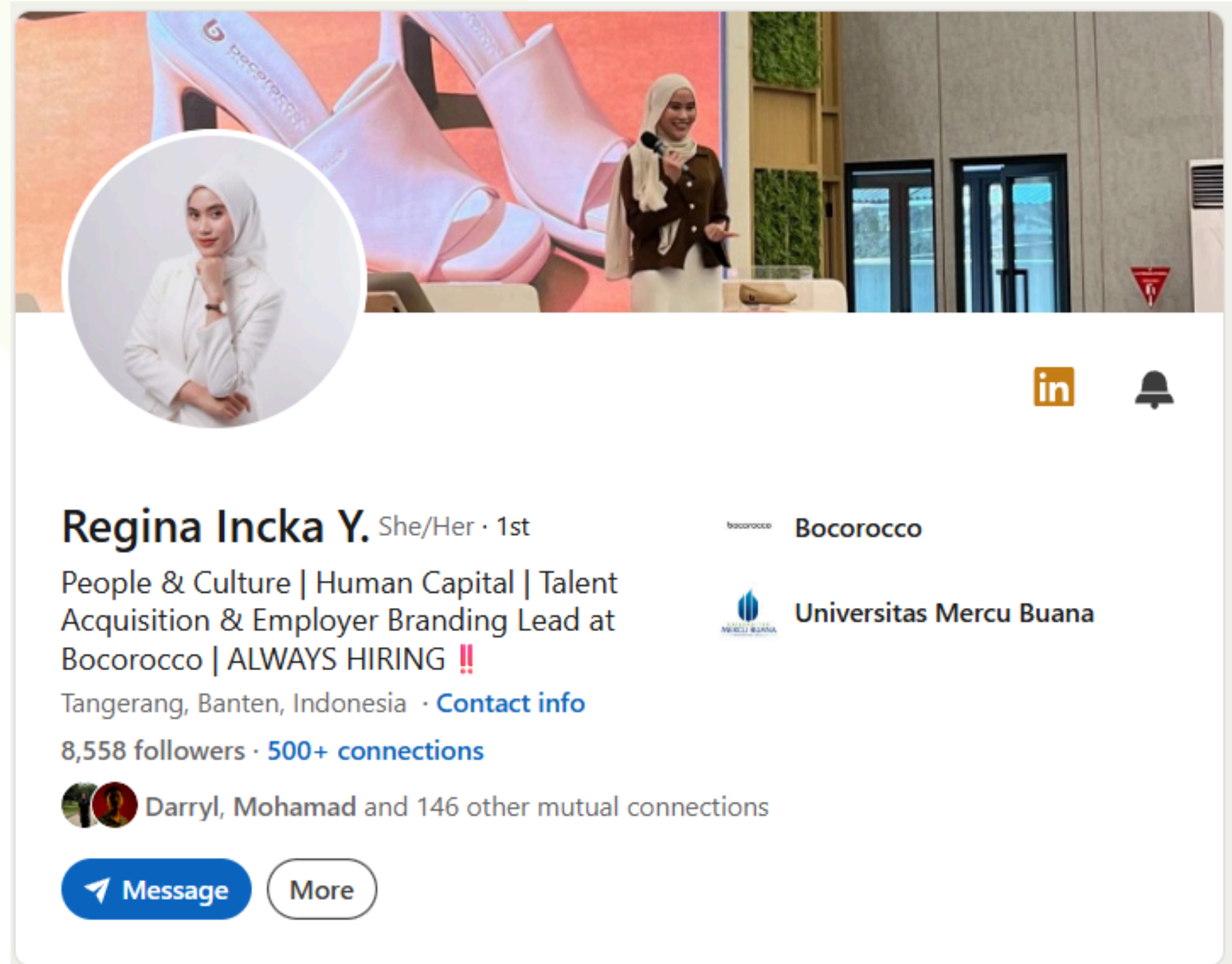
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Stay Interview bukan sekadar bertanya, tapi tentang mendengar, memahami, dan bertindak. **Itulah kunci retention yang strategis.**



# Thank You For Your Time!

Let's Connect 



LinkedIn profile card for Regina Incka Y. The card features a circular profile picture of a woman in a white hijab and blazer. The background image shows her speaking at a podium with a Bocorocco logo. The profile name is Regina Incka Y. She/Her · 1st. The headline is People & Culture | Human Capital | Talent Acquisition & Employer Branding Lead at Bocorocco | ALWAYS HIRING !!. The location is Tangerang, Banten, Indonesia · [Contact info](#). The follower count is 8,558 followers · [500+ connections](#). The card also shows mutual connections: Darryl, Mohamad and 146 other mutual connections. There are buttons for Message and More. The card includes the LinkedIn logo and a notification bell icon.

**Regina Incka Y.** She/Her · 1st

People & Culture | Human Capital | Talent Acquisition & Employer Branding Lead at Bocorocco | ALWAYS HIRING !!

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