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# HR Buzzwords Of 2014

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Retention, engagement and alignment may not be new concepts, but they are the key issues for companies that want to raise performance, according to Andrei Chulakhvarov, head of the permanent staffing department at Coleman Services.

Companies should retain good workers, keeping in mind the cost of finding and training new ones.  Staff should be encouraged and engaged to protect the quality of output, and salaries should be aligned with the market and benchmarked so that they do not fall behind.

The market for senior managerial roles is stagnant, marked by recruitment processes which take a very long time, while the quality of candidates is variable and companies are unwilling to meet the salary demands of good managers.

Chulakhvarov says the slowing economy is affecting all markets, although consumer demand continues to fuel retail recruitment, and the I.T. sector is still growing.

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