



Contents

- Introduction
- Recruitment&Selection
- Talent management
- 7C's communication
- Motivation
- Conclusion

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Honest

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### Talent Management

- Happiness
- No layoffs, No Wage cuts
- Sense of belonging
- Support

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# War For Management Talent In China: SPSS China

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### 7 C's

- Completeness
- Conciseness
- Consideration
- Concreteness
- Clarity
- Courtesy
- Correctness

TheC

### Example

- Conciseness= convey the message by

Wordy expression: e.g.  
concise word: **now**

Two avoids



Unnecessary repetition

- Consideration= to consider the receiver

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### Motivation

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# Alibaba



- Customer first
- smile and positive
- Respect
- Honest
- Challenge

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# Dream



# Welfare

- Opportunities of education
- Free lunch
- Business books
- Gifts
- Community

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# Internal employees

X&Y Theory(Mcgregor, 1960)

- Professional knowledge
- Experience
- Good communication ability
- Responsible



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# External employee



Honest

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# Talent Management

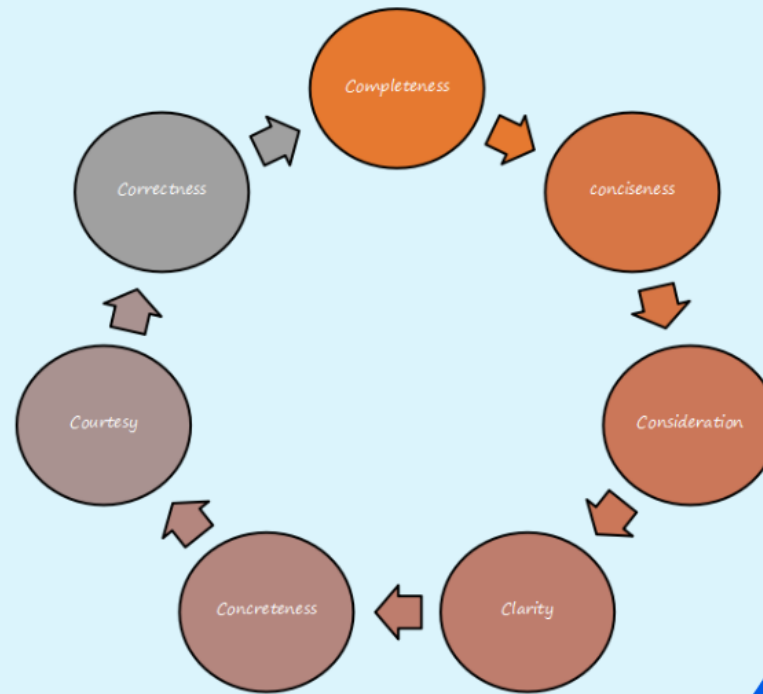
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# 7 C's communication

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