

# HRM and its challenges



**HRM is about managing and developing people in a specific organization.**



Every year HRM becomes more important in management. Why?

1

Innovative progress is inevitable.

*Talented employees = modern, high quality product.*



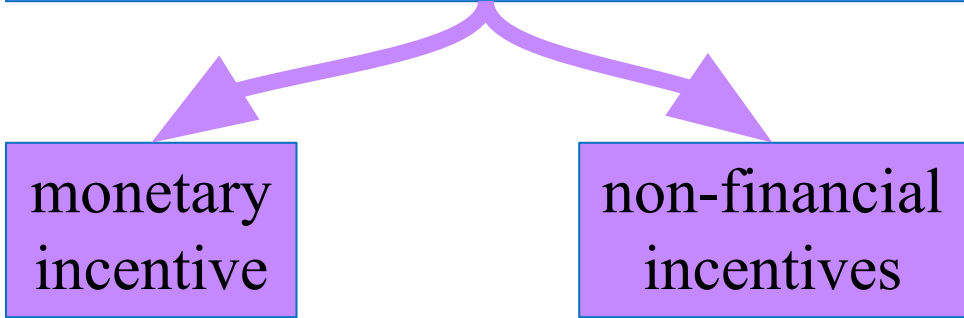


2

# Motivation

*People ask for motivation, if it is not enough, then it is more difficult to get closer to the goal.*

There are two categories of incentives for employee motivation.



3

Increase in the value of employees.

*Everyone matters!*



**You are important**