

Introduction

It is of great importance to know the SWOT analysis of a company such that the leadership team may know how to place employees' professional development, retention of talents and development of the company to out compete others should be at the heart of company policy. Talented professionals want to work for a company that will help them to build skills and knowledge and further their career. The best business practices that enhance acknowledgement, professional growth by pursuing career advancement and talent retention strategies are as below:

1. Below are some of the differentials of the Chargepoint Company that make people want to stay.
 - The ChargePoint stations are very user friendly. Drivers can either charge right when they get to work, or they're put in a queue and notified when they can charge.
 - The Chargepoint brands demonstrate that workplace EV charging is a valuable benefit that attracts top talent, keeps them engaged and makes them more likely to stick around. Not only that, they've discovered that it's a two-way street: By offering EV charging at work, employees are 6 times more likely to drive an EV today and 20 times more likely to make the switch to electric down the road. That's the kind of forward-thinking innovation that is applauded at the Chargepoint Company.
 - Chargepoint Company developed the "Good Neighbor Policy" to help make charging work for everyone. This is where drivers must agree to be good neighbors, so everyone is confident they won't be left stranded at work. "The rules spell out the expectations, which basically entails being courteous to fellow EV drivers, so everyone can get a charge, and not leave work with range anxiety.
 - Chargepoint Company also offers EV charging as an employee benefit at multiple office locations as part of its commuter program. Driving an EV can help employees cut down on commuting costs, times and stress and helps build a sense of camaraderie and purpose among drivers that helps contribute to company culture and employee satisfaction. Once employees get to work, they can count on ChargePoint to get them charged up before they go home
 - Mobile App

The ChargePoint Company has developed a mobile App which can access 1000 places to charge with one account.

2. Some of the aspects that need to be improved at the Chargepoint Company are
 - The Chargepoint Company should widen its geographical locations of operation for instances they operate only in North America and Europe.
 - Inadequate information on the website such as the vision, mission and core values need to be included on the website.
 - The charging time needs to be reduced which therefore calls for improvement of technology on the charging duration of an EV. For example it takes from one hour and above to fully charge an electric vehicle

3. Some of the aspects that people cause people to want to go to the Chargepoint competitors are shown below;
 - EVs are expensive to purchase and to maintain which in turn poses a threat to ChargePoint in terms of few customers to charge their EVs. This may make people want to shift to fuel vehicles which are cheap.
 - Inadequate sustainable electricity supply in some geographical locations of operation to charge the EVs may cause people to seek alternatives with the competitors who may supply non-EVs.
 - The driving anxiety among the drivers on the limited driving range may cause them to shift the non-EVs
 - Emerging competitors in the same general field as ChargePoint, even though they may not compete head-to-head, these are the largest companies by revenue and some of these companies compete with neighboring businesses for customers or attract skilled employees.

4. The best practices that the Chargepoint Company should implement to retain talents to them from shifting to competitors are.
 - Work transparency and accountability

Employees truly value transparency and accountability specifically when they know there are problems or at least that there's room for improvement. If management cannot acknowledge and take accountability for problematic areas, they simply cannot find solutions and make improvements. Talent desires for continuous growth and improvement. So be clear and open about challenges in the company and clear about the plans to address issues. This way, employees can feel confident about the company's commitment to doing and being better. Employees will be less likely to seek out opportunities with competitors who are better aligned to their needs and values.

- Recognise exemplary performance

What managers need to do to retain talents and improve the career paths of the employees is to recognise performance and have a willingness to support at a team and company level, fairly compensating where possible, and nurturing relationships with employees to ensure their needs are met, and their values lie with the company.

- Invest in learning and development

One way of guaranteeing growth and development is through learning and development. Sending employees for training strengthens the company's strategic position and competitive advantage. It also demonstrates your commitment to nurturing your people's potential. This is what top talent is looking for and as a result they are willing to stay with a company that invests in them. Learning and development is a powerful employee retention strategy. Remember to align programs/courses with the aspirations of the employees. Education and certification opportunities are a strong contender when it comes to attracting and retaining talent,

- Improve employee wellbeing

It's difficult to know how employees are feeling and coping without asking them. Knowing the truth, you'll be able to support them in ways that can facilitate engagement, productivity, performance, and many other areas that promote success. Problems will arise if employees feel they aren't being supported and have no way of expressing this confidentially. It will either show up in their behaviour and the way they work or they'll feel compelled to leave. Surprisingly, it's not

difficult to meet your people's needs and keep them happy and engaged. You just have to create a space and platform for them to communicate their needs with you.

- Support work-life balance

Hard work is a prerequisite for career advancement, but that doesn't necessarily mean committing to an endless series of lengthy workdays. Encourage your employees to work smart, maximize their efficiency, and leave time and energy for their non-work interests. Create family support and life balance program by taking a proactive approach that can prevent stress from rising and leading to burnout. By adopting flexible policies that enhance work-life balance, you can maintain staff morale. This will help the employees find time to do their jobs, attend to personal demands, and even engage in professional development activities that can aid their career advancement.

Reference

[Retaining Top Talent: How Employee Retention is the Next Big Business Challenge | Inpulse Employee Engagement Software](#)

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