Sample:

How to Engage and Retain Employees Course

Selected Slides

Participant Workbook

Panel 1

HOW TO ENGAGE AND RETAIN EMPLOYEES

INTRODUCTION

This course puts the following adage to the test: "employees don't leave jobs, they leave bosses." Is it true? Why do employees leave a company? What does it cost? Why do they stay? How can we retain the best? This course is designed to explore these questions and more. Our objectives include the following:

- identify the causes and costs of voluntary turnover
- analyze the way we engage our individual employees,
- practice methods to increase employee engagement, and
- write an action plan to improve engagement with each employee.

Section I	Section II	Section III
Voluntary Turnover	Employee Engagement	Practice & Action Plan

Why do good employees leave?

_____ _____
_____ _____
_____ _____

COST OF TURNOVER

Up to __x annual salary!

- Lost _____
- Lost _____
- Cost of _____
- Availability of _____
- Cost of _____
- And more.

Panel 2

HOW TO ENGAGE AND RETAIN EMPLOYEES

Employee Engagement

Why do you think that talented employees stay?

Your group's top 5:

1. _____
2. _____
3. _____
4. _____
5. _____

Results from the survey:

1. _____
2. _____
3. _____
4. _____
5. _____

Definition of an "Engaged Employee"

One who is fully absorbed by and enthusiastic about their work and so takes positive action to further the organization's reputation and interests.

Results of engaged employees:

Performance ↑ __%   Retention ↑ __%

Disengaged/Indifferent

Actively Disengaged

How do we get **engaged employees**?

Panel 3

HOW TO ENGAGE AND RETAIN EMPLOYEES

Recognition & Appreciation

Methods to show appreciation and recognize direct reports.

Express it verbally!

Send personal note specifying exactly what the employee did that you want to recognize.

Recognize job well done in a meeting or get others involved in applauding great work.

Send shout-out through Tnet or other public social media channel.

Mention employee's success story in presentation, webinar, or Bricks & Sticks.

Create "Wall of Fame" or white board and display what employees do that's extraordinary

Arrange for CEO or other top manager to stop by and say "Great job [a specific incident]!"

Offer stretch goal or let employee take on more managerial role – like team lead.

When giving positive feedback, specify exactly what was done that you want to recognize. "Great job" doesn't say much. Instead, use statements like the following:

- I'm impressed with your...
- You got my attention by...
- You can be proud of yourself for...
- You're right on the mark with...
- You really made a difference by...
- One thing I enjoy most about your work is...
- What a great (creative, effective) way to...
- You've made this team a success because you...
- We couldn't have done it without your...
- You're doing top quality work on...

PRACTICE:

Dear _____,

You're right on the mark with... What a great way to...

Thank you,
Manager

Notes

_____
_____
_____
_____
_____
_____