

# Sample:

## How to Engage and Retain Employees Course



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# Selected Slides

The diagram shows a sequence of 12 slides for a course on Employee Engagement, arranged in two rows of six. Each slide has a title and content. The slides are numbered 1 through 12, with stars indicating additional slides. A copyright notice for Paul Seycik is at the bottom right.

**Slide 1: BRAINSTORM**  
Five (5) reasons you think employees leave.

**Slide 2: COURSE OBJECTIVES**  
Identify causes and costs of voluntary turnover  
Analyze current employee engagement  
Practice methods to increase engagement  
Write action plans to improve engagement

**Slide 3: VOLUNTARY TURNOVER CAUSES & COSTS**  
Turnover

**Slide 4: COST OF TURNOVER**  
Up to 2x annual salary!  
• Lost work production  
• Lost morale  
• Cost of recruitment  
• Availability of new hires  
• Cost of "toilizing"  
• And more

**Slide 5: EMPLOYEE ENGAGEMENT THE KEY TO RETAIN TALENT**  
ENGAGEMENT

**Slide 6: REASONS TO STAY**  
18,000 people were asked, "Why did you stay in an organization for a while?"  
↓  
Here are the Top 5

**Slide 7: TOP 5 REASONS**  
1. Exciting, challenging, or meaningful work  
2. Supportive management/good boss  
3. Being recognized, valued, and respected  
4. Career growth, learning, and development  
5. Flexible work environment

**Slide 8: THE RESULT**  
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.  
Performance ↑ 20% Retention ↑ 87%

**Slide 9: SELF-ASSESSMENT**  
Employee Status

**Slide 10: INCREASE ENGAGEMENT PRACTICE & ACTION PLAN**  
INCREASE ENGAGEMENT PRACTICE & ACTION PLAN

**Slide 11: METHODS TO INCREASE ENGAGEMENT**  
Appreciation & Recognition  
Use the Progress Principle  
Stay Interviews  
Regular Check-ins  
Support Development

**Slide 12: ACTION PLAN**  
ACTION PLAN

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# Participant Workbook

## 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 Voluntary Turnover	Section II Employee Engagement	Section III Practice & Action Plan
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### Why do good employees leave?

_____	_____
_____	_____
_____	_____

## COST OF TURNOVER

Up to \_\_x annual salary!

- Lost \_\_\_\_\_
- Lost \_\_\_\_\_
- Cost of \_\_\_\_\_
- Availability of \_\_\_\_\_
- Cost of \_\_\_\_\_
- And more.



## 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?

## 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 Tmet 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

_____
_____
_____
_____
_____
_____
_____
_____