

HERE TODAY, HERE TOMORROW Employee Retention Workshop

*Learn the Secret of Employee Retention in Today's
Workplace*

January 18, 2006

World Trade Center Club

Atlanta, Georgia

8:30-4:30

800-821-2487

Employee Retention: Why is it important?

As you know, it is getting more difficult to find and keep talented workers. U.S. businesses spend over \$200 billion annually recruiting and replacing employees.

Estimates show 48 to 65 percent of the workforce is dissatisfied with their current employment situation and could leave for better positions as the economic situation continues to improve. Unemployment is the lowest it has been since 2000. By 2010 we could expect a shortage of nearly **seven to ten million workers**.

The Society of Human Resource Management (SHRM) and the Wall Street Journal website completed the **Job Recovery Survey**. The key findings revealed 64 percent of employees said they were extremely likely to begin or increase the intensity of their job search. An additional 19 percent said they were somewhat likely to increase their search. This one-day workshop will show you how to:

- **Build a high retention workforce that reduces employee turnover**
- **Help people reach greater levels of productivity leading to higher job satisfaction**

- Improve employee motivation
- Transform the entire workforce into a high-retention culture--saving organizations countless thousands of dollars
- Apply easy to implement advice focusing on all industries including healthcare, manufacturing, service, high tech, and professional firms

***Is your crew getting ready
to abandon ship???***
Don't let the good ones get away!

***Retention Programs are Less Expensive Than
Recruitment Programs***

***Make your place of business the first choice for your
employees and customers***

Successful organizations realize employee retention and talent management is integral to sustaining their leadership and growth in the marketplace. Attracting, hiring, and retaining high-caliber employees in today's labor market challenges all organizations to manage talent at all levels.

This program provides strategies and suggestions on ways to turn an average organization into a highly productive, low-turnover environment where managers can focus on **productivity --- not recruiting and replacing an endless stream of workers.**

**Morning Session--Greg Smith
Here Today, Here Tomorrow**

This seminar will help you understand and develop a strategy to attract, keep, and motivate your workforce. Discover why some employees would rather work for a good

employer than leave for a pay raise. This session will show managers, owners, supervisors, and human resource professionals not only how to retain their most talented performers, but also how to transform their entire workforce into a high-retention culture--saving organizations countless thousands of dollars. This session is jam packed with tips, ideas, and advice for creating a high-retention strategy.

Reasons for Attending the Workshop:

- Learn the key drivers in an effective organizational retention strategy
- Understand the leadership skills needed for high retention
- Build an employee retention culture
- Implement an effective retention strategy saving you countless thousands of dollars in turnover costs
- Design powerfully effective orientation or 'Onboarding' process
- Incorporate leading edge techniques from high retention work places
- Use Individual Retention Plans to build powerful bonds between employees and their managers
- Use employee involvement programs to engage your workforce
- Create incentives and recognition programs that attract and keep your best performers
- Understand and create an Employee Value Proposition (EVP) that makes you an employer of choice
- Specific examples from leading organizations (Healthcare/Public/Corporate)
- **Much more . . .**

Afternoon Session: Karla Brandau Employee Retention through Culture Integrity™

We are engaged in a war for talented employees. Even after the tragedy of 9/11 and the

massive elimination of jobs, the war for talent rages on. Are you ready? Today the battle to keep high potential workers and retain talented employees is fierce, with survey after survey documenting as many as 60-80% of employees are seeking new jobs. Unless you make changes in your organization culture, you will face high turnover and low productivity. Win the battle of employee retention by implementing the rock solid principles of Culture Integrity™.

You will learn 5 KEY DRIVERS FOR EMPLOYEE ENGAGEMENT, LEADERSHIP PRINCIPLES FOR RETENTION, what Culture Integrity™ means and how to Retain the Best and Brightest by:

- Implementing Culture Integrity™ principles at every level of your organization
- Improving the relationship of the employee to his/her manager
- Building an environment of trust and collaboration
- Making all team member accountable
- Keeping the best talent focused on innovation
- Improving communication throughout the organization
- Encouraging employee contribution to solving organizational challenges
- Influencing individual behavior by understanding the employee's unique identity
- Engaging employees in organizational goals
- **AND MUCH MORE . . .**

Includes: The Human Behavior Depuzzler

As the environment of Culture Integrity™ permeates your organization, you'll improve employee retention rates and increase performance.

Four hours of my time in your seminar has resulted in an 51% improvement of our revenues. Our teams work smart as well as hard and each member is having a lot more fun working

together. You are the 'Deal of the Century.'
Dave Dibble, HR Director, Presidion Solutions

Meet Your Faculty

<p>Greg Smith President Chart Your Course International http://www.chartcourse.com</p>	<p>Karla Brandau President People Skills International http://www.karlaspeaks.com</p>
<p>Greg Smith shows executives and business owners how to reduce employee turnover and build high retention workplaces. He has written seven books and more than 300 articles on business management. His book, <i>Here Today Here Tomorrow: Transforming Your Workforce from High Turnover to High Retention</i>, was listed as one of the top ten business books of the year.</p>	<p>Karla Brandau develops and conducts keynotes and customized training programs enabling executive and management teams to:</p> <ul style="list-style-type: none"> ● Implement Culture Integrity™ ● Initiate and sustain successful change ● Build dynamic teams ● Retain and develop competent employees

Workshop Location
Downtown Atlanta
World Trade Center Club
SunTrust Plaza
303 Peachtree Street NE
Lower Lobby Suite 100

[Map](#)

FREE BONUSES FROM GREG & KARLA WHEN YOU REGISTER

In addition to the content you will receive you will also receive at the seminar, the following special bonuses **worth over \$700**

Bonus #1:

Pre-Program Consultation--\$250

There are dozens of generic public seminars available in every city. This is not one of them. Greg and Karla want to exceed your expectations and give you an opportunity to design this program and meet your needs. We invite you to visit with us before the

workshop starts. We'll chat for a moment, get more acquainted, and discuss your objectives.

All you have to do is call Greg's or Karla's office (1-800-821-2487) and set up a phone appointment. We'll talk for about 30 minutes. And I promise, your questions will get answered. We'll answer your questions on the phone, include the answers in the seminar material, or one-on-one at the seminar.

Bonus #2:

Employee Retention Organizational Manual--\$45

Seminar participants are often stunned at how much they learn. They say they learn far more than they can implement. We will provide more material than you will be able to write down -- let alone remember.

When you show up for the retention workshop you will receive a manual covering everything Greg says including extra material you can use after the seminar to keep you on the road to greater success.

The manual is valued at \$45, but as a participant, it's yours--FREE.

Bonus #3:

Coaching Certificate--\$500

In addition to our professional speaking schedules, we take on a few clients who want some serious, targeted coaching and advice. They want to get ahead, and they want to do it as quickly as possible. It's a powerful process and one that everyone should use once in a while.

So you're also going to get an hour of FREE coaching from us after the workshop. We don't want you to leave with any questions unanswered, and we want to help you apply what you learn. We want to make sure you succeed in achieving your goals.

We'll give you a coaching certificate you can redeem at your convenience. All you do is call Greg's office and set up a phone appointment. Email your questions in advance, or provide a brief scenario of your situation. We'll go from there.

'Greg provides a comprehensive road map for not only attracting and keeping talented employees, but for motivating them to achieve a higher level of performance. Chock full of practical ideas and real-world examples for any leader who wants to create a high-retention business that achieves results.'

David Shadovitz, Editor-in-Chief
***Human Resource Executive* magazine**

[Contact Us for Inhouse Seminars and Consulting](#)

Credit cards and purchase orders accepted

1-800-821-2487 or visit

www.chartcourse.com/Employee-Retention-Workshop.html