



# LOVE 'EM OR LOSE 'EM @ WORK

## AN INTERACTIVE PORTAL FOR MANAGERS

### WHY IS THIS CRITICAL?

- Changing demographics, skill shortages and economic challenges continue to drive corporate strategy — the need for talent tops the list.
- People are, and always will be, an organization's only sustainable competitive edge.
- Workshops alone do not create change. Experiences must be sustained and reinforced for behavior change to take hold.

### WHAT IS IT?

- Subscription-based, on-line gateway for managers who have completed the **Love 'Em or Lose 'Em**® learning experience.
- Designed to keep the learning alive and provide “just in time” support for managers building a talent-focused workplace.
- Accessible anytime, anywhere, learning opportunities are provided from A to Z, for one-on-one, team or group facilitated experiences.
- Complete with Self-Studies, Frequently Asked Questions, Tips, Articles and Recommended Reading, this A to Z library supports managers in their continuous engagement efforts.

### HOW IT WORKS

As a follow-up to the **Love 'Em or Lose 'Em**® experience, this portal provides managers with hundreds of practical sustaining activities, self-reflections, resources, tips and tools that are:

- Easily accessible, 24/7.
- Mapped to the A to Z strategies explored in the workshop and the book.
- Accessible through the Focus Areas highlighted in the Retention Focused Manager: Development, Style, Environment and Success Drivers.
- Easy to use and navigate, following a quick review of an on-line tutorial.

### OUTCOMES

- Talent-focused behaviors are reinforced.
- Managers are introduced to hundreds of new ideas and activities to drive engagement.
- Strengthens communications between managers and employees.
- Training budgets are optimized.
- Improves engagement success levels and provides a practical platform for measurement.
- Answers to engagement challenges are available as needed, 24/7.



Based on concepts from WSJ best-seller, *Love 'Em or Lose 'Em: Getting Good People to Stay* by Beverly Kaye and Sharon Jordan-Evans (2008).

They did the pre-work, took the course, read the book. They learned the importance of engagement, completed values & self-assessments, held “Stay” interviews, and learned to be talent-focused. Now you need to keep that momentum going to truly impact business results.

This online, subscription-based portal deepens and accelerates workshop learnings and supports managers in their efforts to engage employees on an on-going basis.

“Workshops alone do not create change. In order for true behavior change to take hold, the experience must be sustained and reinforced.”

– Beverly Kaye, Founder, Career Systems International

