

LOVE 'EM OR LOSE 'EM[®]

AN ENGAGEMENT AND RETENTION WORKSHOP FOR MANAGERS

WHY IS THIS CRITICAL?

Employee engagement affects everything. When employees are engaged:

- Discretionary effort fosters innovation.
- Employee loyalty provides momentum.
- People develop and grow.
- Productivity increases and bottom line is impacted.
- Goals are met and exceeded; performance drives market share.
- Effective manager and employee communications are measurable.

WHAT IS IT?

- Flexible, half-to-full-day action-based learning experience.
- Instructor-led, virtual instructor-led and blended learning experience available with electronically delivered materials.
- Several insight tools drive learnings and a multi-rater assessment uncovers opportunities.
- Templates to create individual engagement plans and prepare for critical Stay Conversations.

HOW IT WORKS

This fast-paced, interactive experience is delivered in a flexible format to accommodate multiple learning preferences. Using self-assessment tools, action learning, and skill building exercises, managers learn key strategies to engage employees and build sustainable loyalty and commitment. The design follows seven key messages:

- **Talent is Always in the Spotlight**—introduction of key concepts and facts as participants research, discuss and debate talent trends and uncover their own talent at risk.
- **People Stay for More Than Pay**—reviews personal motivators, values' alignment, and engagement drivers.
- **The Buck Stops Here and It's Up To You**—reinforces the influence of the manager and uncovers high risk behaviors as participants commit to change.
- **Be A Talent Focused Manager**—assesses strengths, opportunities and strategies for building an engaged team.
- **Strategies That Work**—examines 26 practical ways to improve engagement levels and inspire loyalty.
- **Ask... So You Don't Have to Guess**—introduces planning, facilitates practice, and provides a template for effective conversations.
- **From Ask to Action: Making It Happen**—designs and prioritizes action-based engagement plans for individual direct reports.

OUTCOMES

- Managers learn the cause and costs of disengagement and accept their role in the solution.
- Managers walk away with the words, strategies and actions, along with a proven process to follow that includes strategies and actions they can take.
- Managers learn and practice new skills and develop engagement ACTION plans.
- Managers gain the competence and confidence to hold Stay Conversations and build a focused, loyal and enthusiastic workforce.



Based on concepts from WSJ best-seller, *Love 'Em or Lose 'Em: Getting Good People to Stay* by Beverly Kaye and Sharon Jordan-Evans (2014)

Raising productivity through engagement and commitment requires a unique set of skills that managers often lack. This experience provides the knowledge and communication tools every manager needs to drive impassioned performance in any economy.

“The *Love 'Em or Lose 'Em* concepts have been a key component of our engagement strategy. Taking good care of our associates is our cultural philosophy, and the practices provided are invaluable for sustaining a high engagement culture.”

— David Rodriguez,
Executive VP, Marriott International