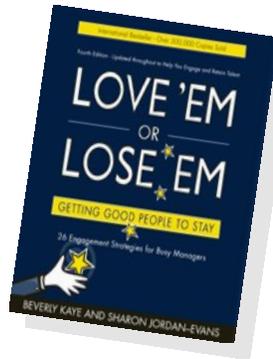


# Love 'Em or Lose 'Em: Engaging and Retaining Your Best Talent

Executives and managers concerned with profitability—and even survival—are beginning to view their talented workers through a very different lens. Countless research studies suggest that the cost of replacing key people runs between 70 percent and 200 percent of their annual salary. On top of that, exiting employees may also mean lost customers (due to their loyalty to the former employees), and declining morale and productivity on the part of remaining coworkers.

So! How are you retaining your top talent? If you are relying on the “tough economy” and a seemingly empty job market, this course may surprise you. Gone are the days when employees are simply “glad to have a job”. Today’s top talent market can be vicious, and recruiters may already have their eyes on your star performers.



In this program, Kaye reveals the keys to employee satisfaction and shares techniques to build a work environment in which your employees thrive, constantly learn and give discretionary effort to your organization....because committed employees bring value, improve your competitive position and are critical to your success.

## This Program will help leaders:

- Understand the significance of key research-based engagement and retention factors.
- Recognize the critical role leaders play toward retaining top talent.
- Apply practical, hands-on strategies to help managers at all levels keep their talent.

April 19, 2012  
8:30 am—4:30 pm



**Beverly Kaye, Ph.D.**, is one of the nation's leading authorities in career issues in the workplace. She was named a “Legend” by the American Society for Training & Development (ASTD). The designation of Legend is given to “pioneers and prophets in the field of workplace learning and performance.”

Her ground breaking career development, engagement and mentoring programs have been implemented by such leading organizations as American Express, Macy's, Microsoft and Starbucks.

Before earning her Ph.D. at UCLA, Kaye graduated from MIT Sloan School of Management and George Washington University. She is the founder and CEO of Career Systems International, a leader in the development and delivery of innovative, action-based, Talent Management solutions.

Kaye has spent years researching strategies for developing, engaging and retaining knowledge workers. Her book, *Love 'Em or Lose 'Em: Getting Good People to Stay*, co-authored with Sharon Jordan-Evans, has sold nearly a half million copies and has reached Wall Street Journal and Amazon best seller status.

**Learn. LEAD. Serve.**

To find out more about developing leaders  
across your organization, please contact us at:

