ENGAGING & RETAINING TALENT

LEARNING FORMAT: CLASSROOM (onsite & public), VIRTUAL, & WEB COURSE

Research tells us that employee engagement is the primary enabler behind the successful execution of any business strategy. And, no one affects management and retention more than the employee's immediate leader.

This course provides leaders with a model to determine what drives each individual's engagement, as well as methods for proactive engagement and talent retention. Participants learn how to conduct "engagement conversations" and "retention conversations." They explore ways to offer recognition and create an engaging environment using no-cost "everyday engagers."

DO YOU FACE ANY OF THESE ISSUES?

> Do leaders provide what people most value in the workplace?

> Is your organization losing some of its best and brightest employees?

> Is turnover high because employees feel they are being underutilized and have better opportunities elsewhere?

> Are your leaders equipped to recognize disengaged employees and address the associated challenges?

PERFORMANCE OBJECTIVES

Helps leaders:

> Engage individuals on a daily basis.

> Uncover and address what individuals need to be more satisfied and engaged at work.

> Inspire higher levels of engagement by acknowledging the value people bring to the organization and showing them that they matter.

> Increase the quality of conversations with people about their engagement and intent to stay.

PRIMARY COMPETENCY DEVELOPED

> Inspiring & Engaging Others

SECONDARY COMPETENCIES DEVELOPED

> Valuing Differences

> Managing Relationships

COURSE OVERVIEW

> **Difference Engagement Makes:** In an opening activity, learners see two videos of a leader interacting with individuals during a typical workday. The facilitator highlights what the leader said and did and how these actions impacted engagement. Learners then identify what it feels like to be engaged at work.

> **Everyday Engagers:** Facilitator introduces Everyday Engagers, and table teams respond to questions as they explore this concept. Learners then record Everyday Engagers that they will use in the workplace.

> **Engagement and Retention Drivers:** Facilitator introduces three Engagement and Retention Drivers. Then, based on their self-assessment results, learners identify which Drivers the group uses most frequently and discuss the implications. Learners review the Drivers and Actions and choose one they've used effectively for the first two Drivers. Table teams then share and discuss insights followed by a large group debrief.

> **Individual Value:** Facilitator leads a group discussion about Individual Value and then presents research results on the impact of recognition on individuals in the workplace. In teams, learners explore various topics related to recognition. Learners identify which Engagement and Retention Driver they use most and least, based on their self-assessments, and begin to plan how they'll increase overall engagement in the workplace.

> **Engagement Conversations:** Facilitator introduces engagement conversations to identify what most matters to individuals at work. In pairs, they practice a conversation, preparing to initiative such a discussion with a direct report.

> **Retention:** The group discusses reasons that people leave their jobs and how a leader influences retention. Learners work individually to identify a valuable contributor they want to retain and then watch a video to track how a leader conducts a proactive retention conversation with a direct report.

> **Retention Skill Builder:** Learners consider what they will say to initiate their retention conversations, as well as questions they might ask. In pairs, learners then practice initiating and participating in retention conversations.

> **Drivers Revisited and Next Steps:** Facilitator leads an activity to review the Engagement and Retention Drivers and how direct report might feel when these are present.

VIDEO SEGMENT SUMMARIES

> A leader displays behaviors that discourage or cause individuals to disengage.

> The same leader demonstrates behaviors that have a positive effect on his team members' level of engagement.

> The leader takes a proactive approach to retaining one of his direct reports.

COURSE DETAILS

> **Target audience:** Informal, frontline and mid-level leaders.

> **State-fundable:** Yes (onsite and public only).

> **Course length:** 4 Hours (onsite); 3.5 hours (public); 3 hours (virtual), 2 hours (web).

> **Facilitator Certification:** Certified facilitator required.

> **Prerequisites:** None.

> **Optimal Group Size:** 8 to 16. 20 maximum.

> **Course Prep:** None.

> **Notes:** Session 4 of 5 in the Leadership Academy. Suitable for all environments. Onsite training available in Spanish.

OTHER COURSES TO CONSIDER

> Building & Sustaining Trust

> Strong Start

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