

What Are You Missing In Your Retention Toolkit That Could Boost Your Bottom Line?

What does research say about retention? What strategies have the most impact? How can you assess your vulnerability to turnover?

The average cost of losing just one employee is now \$75,000. And current data indicates that even as we experience an economic slowdown, the unemployment rate will stay low, keeping competition for talent intense. Building a committed workforce does more than decrease turnover; it increases customer satisfaction, customer loyalty and the bottom line as well. An exhaustive review of retention research funded by Turknett Leadership Group in 2000 found categories of related factors that cross job, team and organizational levels. Lyn Turknett and Michael Sessions will present data from the Turknett research and give you the tools you need to keep your talent at home. The data has been organized into a model that makes it easy to understand and helps you assess the strengths and gaps within your organization. In this workshop you will:

- Learn what research data from academics and private firms suggest regarding attracting and retaining talent
- Find out how to systematically assess your vulnerability to turnover
- Discover what strategies have the most impact on retention
- Learn practical tips on how to bolster your current efforts
- Have the opportunity to participate in a retention survey in your organization to pinpoint your retention issues
- Be able to learn from the successes of others in the group

Carolyn N. Turknett, M.A., is the Executive Vice President and Co-founder of Turknett Leadership Group. Carolyn (Lyn) received her undergraduate degree in mathematics and her MA in sociology, with special emphasis in organizational sociology, from the University of Georgia in 1969. Ms. Turknett consults primarily in the areas of organizational and team effectiveness. She is particularly interested in helping leadership teams improve communication and working relationships, and in helping organizations create cultures that support flexibility, initiative, and talent retention. Lyn is a member of the Sociological Practice Association, the American Society for Training and Development, the OD Network, and the Society for Human Resource Management.

Michael W. Sessions, Ph.D., is a Leadership Consultant for Turknett Leadership Group. He is a licensed psychologist with over fifteen years experience as a clinician and management consultant. Dr Sessions has extensive experience coaching executives both individually and in various group/team contexts. He is skilled in the areas of individual and organizational assessment and development and has particular interest in the areas of conflict resolution and communication facilitation. Michael is a member of the American Psychological Association and a Fellow and past president of the Georgia Psychological Association. Michael received his undergraduate degree in Biology and his Doctorate in Psychology from Georgia State University in 1986.