

# Employee Engagement and Retention Solutions



**TALENTKEEPERS**  


*Powering Performance Through People*

# TalentKeepers®

## The Trusted Name in Employee Engagement and Retention Solutions since 2000

### Decades of Experience

Founded in 2000, we largely created the employee engagement and retention solutions market. Through original research and pioneering products, we have helped share today's knowledge and understanding of why workers choose to stay, what drives them away, and what can energize people to work hard and perform better.

### Patented Methodology

In 2008 we patented our Employee Engagement and Retention System, a method for interactively diagnosing and addressing workplace issues that can lead to employee turnover<sup>1</sup>. This patented methodology is the foundation of our set of solutions for increasing employee engagement and retention.

### Award Winning Solutions



We twice have won HR Executive Magazine's prestigious Top Product of the Year award for our engagement and retention solutions. Our products also won the International Customer Management Institute's (ICMI) Best in Show award at its annual conference. In 2018 we were named one of the Top 10 Employee Engagement Solution Providers by HR Tech Outlook Magazine.

### Respected Industry Research

For over a decade, we've conducted ongoing engagement research. Our largest study, Workplace America<sup>SM</sup>, has focused on employee engagement and retention trends since 2004 as the longest, continuously run study of its kind. Each year in this annual research, we uncover new tactics and emerging strategies which we continue to share and incorporate into our solutions to better engage and retain employees.

In 2017 we launched the first annual Workplace America Leadership Research study. This research reveals the importance of measuring how well leaders are engaging their teams, training them to improve their skills and last but most importantly, to hold them accountable for team engagement.

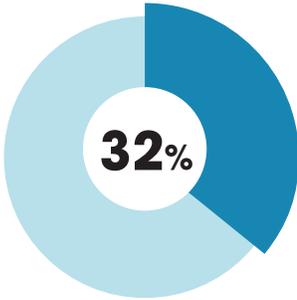
*Learn more about our research on page 18.*

We've been gathering workplace data since 2000 creating a basis for a wide range of key indices that are essential metrics to guiding your strategies, practices, and return on investment.

If you're aiming to truly impact engagement (and the resulting business outcomes), it takes a strategic, process-oriented approach. For us, this approach is characterized by three simple words: Commit. Engage. Excel.

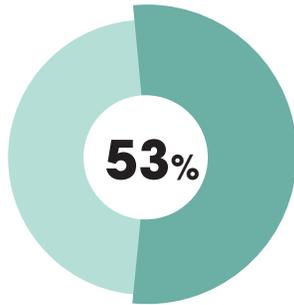


# Our Clients Successfully Increase Employee Engagement and Retention



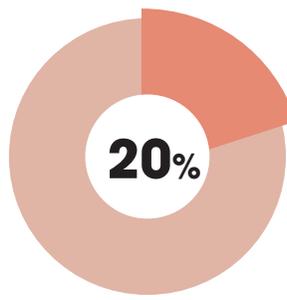
## INCREASED PATIENT SATISFACTION

A leading healthcare provider increased patient care and patient satisfaction by 32% through a focus on employee engagement.



## REDUCED JOB ABANDONMENT

A major North American telecommunications company reduced call center job abandonment by 53%.



## INCREASED SALES AND SERVICE

A leading North American retailer increased sales and service performance by 20%.

*“Customer-focused, responsive, knowledgeable, forward-thinking, and solution-oriented are just a few adjectives I use to describe TalentKeepers. We have partnered with TalentKeepers for over 10 years for the administration of our employee-engagement surveys. They go above and beyond to ensure an excellent customer experience. .... I encourage any company who has the key initiative of enhancing employee engagement to contact TalentKeepers.”*

Jenny Santos AVP, Employee Services, SAFE Credit Union



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# Why is Employee Engagement and Retention So Important?

The concept of employee engagement has evolved over the past several years from an individual event to a process of changing the entire culture of an organization. Employee engagement is your employees' ability and willingness to contribute to organizational success, especially their willingness to give "discretionary effort," going beyond what is typically required in their position to make the organization successful.

Employee engagement also is directly linked to employee retention. It seems quite obvious that highly engaged employees are more likely to stay with an organization than those who are moderately engaged or not engaged at all. But how important is retaining employees to the success of an organization?

You need leaders, a process, and a culture to help people commit to the organization and their leader, engage in their role and with their team, and excel over time as they adapt and grow in their career. This process is often repeated as change inevitably occurs through role changes, promotions, reorganizations, mergers, new assignments, new leaders, and more.

## The Drivers of Employee Engagement:

- **Organizational factors** include perception of senior management, the organization's vision and mission, reputation, policies and procedures, culture, and environment.
- **Job/career satisfaction** factors include clarity of job roles, job responsibilities, accountability for goals, opportunities to utilize skills, and chances for career growth.
- **Coworker factors** include having positive relationships, getting performance support and working with team members who have similar work ethics.
- **Credible leadership** involves engagement of team members by immediate managers, including communication, trust, coaching, and recognition.



# Our Engagement and Retention Solutions

Our mission is to build insight, knowledge, and understanding for individuals and organizations about the world of work around them and provide solutions to increase commitment, engagement, and the desire to excel. We developed our engagement and retention solutions through research with thousands of organizations and millions of employees all over the world.

Our model on page 4 illustrates the four drivers (in blue) of employee engagement, which our research has shown are essential to creating an engaged workforce. The bottom elements of the model show the outcomes (in gold) of developing and maintaining an engaged workforce.

## What We Offer

We offer a suite of software solutions that allow organizations to measure the effectiveness in each of these areas. The solutions identify areas of opportunities to improve and provide online action planning tools to track and measure success. Our experienced teams of consultants work with each client to develop and implement successful engagement initiatives.



Our survey platform provides robust reporting for all levels of leadership from executives to first-line supervisors, including a dynamic dashboard of key metrics by organizational groups for senior leaders. An intuitive online action planning tools enables leaders, at all levels, to create detailed action plans to address key areas of opportunity with proven best practices.

Our solutions are mobile-optimized for accessibility and ease of participation including options for text, online and paper. We're continuously developing and enhancing solutions to be more agile in a market trending toward shorter but more frequent surveys. We see engagement as another lever organizations can use to drive overall business performance.

## It's all About Your Success

Our focus is on results. For our clients, their employees, and the industry. Our philosophy is not only to offer some of the most successful solutions in the engagement and retention consulting industry but to create a climate of continuous improvement. We are constantly striving to identify successful strategies and share that knowledge.

## Success Stories

- One of America's largest retailers went from worst to first in customer satisfaction based on JD Power ratings
- One of America's largest contact center companies reduced unwanted employee attrition rates of 40% and higher in locations throughout the U.S. and in Latin America
- A major North American insurance company reduced claims and underwriting attrition by 27%
- A nationwide pharmaceutical sales company reduced turnover 49% in one year

# Our Value Add

Our research, tools, writing, speaking engagements, and educational opportunities all focus on the very latest information on successful engagement and retention strategies and tactics.

**Complimentary Resources** Download whitepapers, cases studies, and research reports from our website. Use our turnover cost calculator to quantify your turnover costs and create an ROI for your engagement and retention programs.

**Education** Our live and on-demand webinars focus on a variety of engagement and retention topics such as stay interviews, onboarding, engagement surveys, and much more. Plus, we conduct live workshops focused on an interactive learning experience. Most of these sessions are certified by SHRM and HRCI as continuing education credits.

**Industry Conferences** We participate in a variety of industry conferences and symposiums throughout the year, speaking, conducting workshops, and exhibiting.

**Thought Leadership** In 2017 we published our first edition of *Talent Keepers: How to Engage & Retain Great People* written for business and HR leaders to get more employees engaged, raise performance and improve retention. The success of the book led to a second printing by Wiley Publishing.

**Discount to Select Conferences and Workshops** As part of our event participation we offer our clients access to conferences at discounted registration rates when available.

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*“TalentKeepers is truly a partner in our engagement and retention strategic initiatives. They engage in strategic discussions, problem-solving and celebration of success. They have outstanding customer service and follow-through. I am glad our College chose to work with TalentKeepers 3 years ago and I look forward to a continued partnership.”*

Beth Mendoza Director of Talent Management, Moraine Park Technical College

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## How We Work with You

From Day 1, our goal is to understand your needs, business objectives, vision of a successful program as well as partnership expectations throughout the entire process. Your dedicated team of experienced Industrial Organizational (I/O) Psychologists will work closely with you to design, implement and support your programs.

**Project Design** We assess your situation and work with you to develop a strategic approach to meet your goals.

**Implementation** Your team of I/O Psychologists reviews project tasks, roles, and responsibilities to ensure on time implementation, typically within 30 days.

**Reporting** You have access to participation and completion reports to track progress real-time. We handle the communications with employees and

provide phone and email customer service support. Post-survey we provide group and leader results which explain key issues to be addressed. And we meet with your executive team to demonstrate how survey results relate to organizational performance.

**Goal Setting and Action Planning** Most organizations receive results within 30 days of survey close, and begin goal setting and action planning. We train your leaders on how to look at their results and take action. And we provide you a post-survey communication template to ensure employees hear about the results of the survey and how the organization will take action.

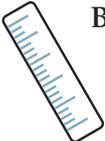
**Post-Project Ongoing Support** At no additional cost we provide ongoing support through quarterly meetings to review program progress, provide observations and recommendations, and learn more about your evolving business challenges.

# How to Create a Culture of Engagement

In an engaged culture, employees see the value of their work and a connection between their success and the success of the organization. They recognize their performance and contributions really “matter” to the organization. Retention and engagement is viewed as a broad organizational and cultural strategy involving all levels of the organization. Leaders at all levels in the organization are trust-builders, in order to combat employee disengagement and unwanted turnover.

Research studies show a direct correlation between an engaged workforce and business metrics including; product & service quality, safety, shrinkage, customer ratings, absenteeism, employee turnover and productivity & profitability.

## Our three step process:

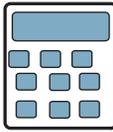


**Benchmark** your current engagement and retention practices against our general, industry, and “best in class” benchmarks.

This will identify how your organization stacks up in your industry, highlight your strengths, as well as, opportunities for improvement and provide you with an actionable roadmap.



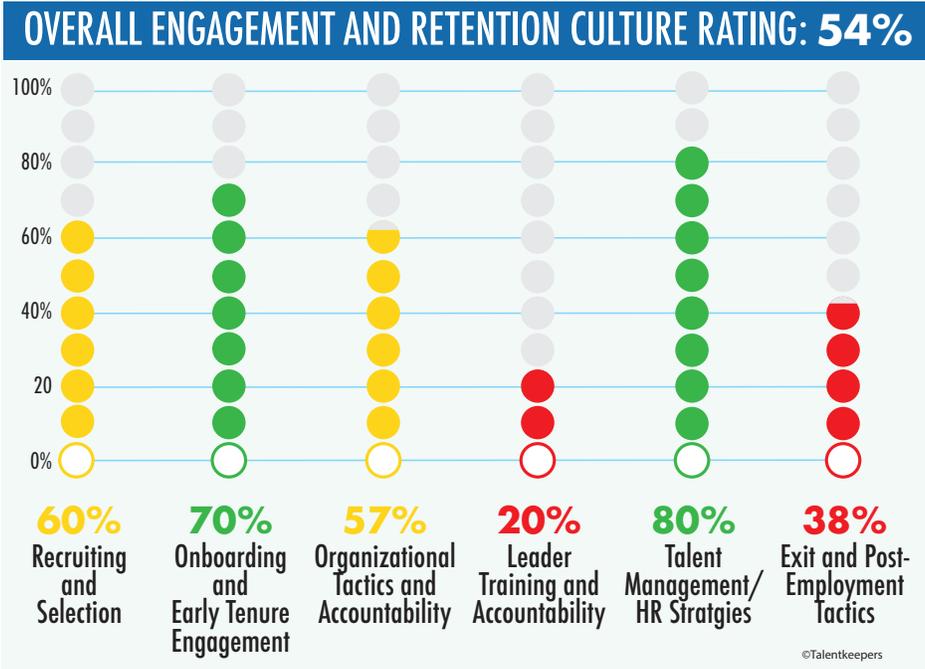
**Audit** your current processes with our proprietary best practices. You will clearly see the impact of addressing each area and developing a plan which provides the highest return for your efforts. These best practices cover all phases of the employee lifecycle from onboarding through to exit interviews.



**Calculate** your cost of turnover starting with our Turnover Cost Calculator to determine the direct and indirect costs of departing employees. These costs form the basis for determining appropriate budgets as well as demonstrating a return on investment for your engagement and retention initiatives.

## Engagement and Retention Culture Report

Your comprehensive report will summarize our findings and present clear recommendations for creating a culture of engagement. The report contains an overall measure of your current engagement and retention effectiveness on a 100% scale which will enable you to clearly see your organization’s strengths as well as opportunities for improvement.



# Employee Engagement Survey System

Employee engagement surveys are truly the voice of your employees. Successful organizations survey regularly and thereby communicate to employees their feedback and commitment to the organization is valued. Creating stronger employee bonds enhances brand identity and loyalty which reinforces your organizational culture.



## Research-Backed Survey

Proven research-based questions with the option to customize. Easy setup and administration backed by our incredible support team!



## Actionable Reporting

Expertly designed reports that CLARIFY – not confuse! And for executives... real-time online dashboards.



## Online Action Planning

Giving your leaders the tools they need to drive action and accountability. No Complexity, just RESULTS!



## Leader Training

Guiding your leaders, step-by-step. Helping them become the change agents that drive better performance!

This structured employee engagement system includes dynamic features:

- Best-in-class engagement survey developed by Industrial Organizational Psychologists
- Detailed individual and aggregate reports down to the front-line leader level
- Dynamic dashboard for senior leaders
- Team meeting guides
- Online action planning for all leadership levels
- Specific industry benchmarking is available

## The Survey

The standard TalentWatch Survey takes just 12 minutes to complete and measures 7 key metrics proven to drive engagement:

- Leader Engagement Effectiveness
- Organizational Engagement Effectiveness
- Employee Net Promoter Score (ENPS)
- Employee Satisfaction
- Job and Career Engagement Effectiveness
- Co-worker Engagement Effectiveness
- Intent to Stay

## Reporting

The results are available to administrators and leaders, at all levels, and include detailed reports for each individual leader, group reports by client-defined organizational attributes such as department, location, etc. and real-time participation results.

## Senior Leader Dashboard

Our dashboard helps leaders quickly see differences in engagement levels within their chain of command allowing them to recognize high performing groups while ensuring lower performing groups get the support they need to improve.

## Team Meeting Guide

Hearing about the survey results is very important to those who participated. Providing a guide for leaders to support their conversations with participants helps them prepare effectively for this discussion so they communicate results and ask for suggestions on how they can improve as a leader.



View this TalentWatch report in detail at [www.talentkeepers.com/samplereports](http://www.talentkeepers.com/samplereports)

# Which TalentWatch® Solution is Right for You?



## FOUNDATIONS

At the early stages of your employee engagement efforts? No problem! This lower-cost but high-value option could be ideal for you.



## PROFESSIONAL

With a higher level of reporting and “hands on” expertise, this is a great option for companies looking to take engagement to the next level.



## ENTERPRISE

Measuring and moving the engagement needle across an organization requires a robust solution, and you'll find it in our enterprise offering.

<b>TalentWatch® Engagement Survey System Options</b>			
	Foundations	Professional	Enterprise
Comprehensive, validated engagement survey developed and supported by Industrial Organizational Psychologists	✓	✓	✓
Pre-survey communication templates to prepare participants	✓	✓	✓
Real-time participation reporting and reminder emails to ensure high participation rates	✓	✓	✓
Robust, easy to understand reports for individual leaders	✓	✓	✓
Aggregate (group) reports for user-defined attributes e.g., function, division, tenure, performance	✓	✓	✓
Team Meeting Guides to help leaders effectively communicate results to team members	✓	✓	✓
Excel spreadsheets with individual leader data, free response analysis, and key metric data	✓	✓	✓
Option for multiple languages	✓	✓	✓
Option for Pulse Surveys to measure progress	✓	✓	✓
Ability to customize survey	Limited	Full	Full
Dynamic dashboard for senior leaders enables on-demand drill downs to review subgroup performance		✓	✓
Categorize, theme, and interpret free responses (open-ended comments)		✓	✓
Summary report containing all observations and recommendations		✓	✓
Results review meeting with Client Administrators prior to delivering to leadership		✓	✓
Executive presentation and action planning session		✓	✓
Quarterly calls to review program progress (i.e. observations & recommendations) and organizational updates		✓	✓
Online action plans available down to the front-line leader level			✓
Benchmarking comparisons by industry, best-in-class, etc.			✓
Senior leader presentation and action planning session			✓
Front-line leader presentation and action planning session			✓

# Stay Interviews to Engage Employees



Stay interviews are an impactful component in your engagement strategy. However, many leaders, particularly newer ones, are reluctant to open the door to a conversation about growth, career opportunity, and the future. They fear the tough questions and raising employee expectations they may not be able to meet. CLEAR Connections is a straightforward yet powerful solution that provides a process for these conversations to occur in a meaningful and comfortable way, regardless of how long the employee and leader have worked together.

CLEAR Connections is very effective for strengthening relationships, increasing employee engagement, and improving retention. It's ideal in its simplicity and minimal time commitment. At the same time, the process is very impressive in its ability to build trust, open communication, and establish the groundwork for future conversations. It is compatible with existing employee engagement efforts.



**Do your leaders really know what their team members are thinking?**

## The four elements of CLEAR conversations are:

**C**areer & Job Preferences  
**L**eader Preferences  
**E**ngagement Preferences  
**A**nd  
**R**ecognition Preferences

**Career and Job Preferences:** Career growth or advancement does not have to mean a promotion. We've identified 7 different drivers of career engagement. Once a leader knows what's most important to their team member, they can work on developing that as part of their career growth plan.

**Leader Preferences:** We've identified 10 leadership talents that employees have told us are most important in their leader. Leaders learn which talents are most important to each team member so they can incorporate those behaviors into how they work with them.

**Engagement Preferences:** Understanding how an employee prefers to be engaged, whether in person, emails, meetings or other ways will guide a leader to build a stronger relationship.

**Recognition Preferences:** When an employee does excellent work, the leader will want to acknowledge that in a way the employee prefers. This recognition may happen at a department meeting, email or perhaps just a in-person congratulations.

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*“TalentKeepers is much more than just a survey provider. Their expertise and guidance is invaluable with interpreting results and action planning. Their training programs are excellent – our supervisors and managers have found them extremely valuable. Lastly, their service is very personalized, you will not feel like a small fish in a big pond.”*

Niki Yarrington, Chief Talent Officer, WESTconsin Credit Union

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# The CLEAR Connections Process

Preferences uncover what is most valuable to each employee and are gathered in a way that provides clear direction and suggestions for leaders on how to leverage this information with each team member during the Handshake Meeting. Participation can be tracked to see progress at every step in the process.



## FirstFit® Questionnaire

The 8-minute questionnaire asks employees to rate and rank the leadership attributes they value most and the components of their career that are important to them right now. It also measures an employee's preferred communication method, and recognition preferences.

## Handshake Connection Leader Training Module

This e-learning module teaches leaders how to effectively conduct the Handshake Meeting with their team members based on their FirstFit survey results. This interactive module shares tips and illustrates ways leaders can maximize the value of the Handshake meetings. A companion, instructor-led workshop is also available to supplement or replace the e-learning module.



## Handshake Meeting Guide

- Step-by-step guide on how to conduct a Handshake Meeting and provides tips for an effective discussion
- Introduces team members to their role in engagement

## The Handshake Meeting

Structured short 1:1 meeting between a leader and each team member to review FirstFit results. Conversations between a team member and leader reinforce and strengthen shared goals and expectations. The simple structure and employee preference data guides the leader while providing an open forum to raise other relevant topics.

## Online Action Plan

An online action plan allows leaders and team members to summarize their commitments made during the Handshake Meeting.

Develop a plan to continue supporting their relationship, and increase the effectiveness of ongoing conversations about preferences and expectations.

The benefits are:

- Easy to use online action planning form
- Built-in accountability and engagement metrics
- Tracking and alerts allow operations to execute and manage the program

# Using Stay Interviews during Onboarding Drives Engagement and Retention

Helping new employees connect and commit to your organization from the very beginning is essential to building an engaged, loyal, and productive workforce. Our award-winning onboarding solution supports this objective in ways no other approach can.

Onboard Connection is the most innovative and meaningful way available to ignite engagement in new employees. It won a top training product of the year award from HR Executive magazine when it was launched.

Over 70% of organizations report their highest turnover occurs in employee's first year\*

Workplace America Research Data



## Onboard Connection

Onboard Connection features the successful components of our CLEAR Connections solution implemented in a way that drives early engagement and reduces early tenure turnover. This process promotes the development of strong bonds between new employees and their leaders to drive more positive results in sales, service, and productivity.

## Why Our Onboarding Solutions are Successful



### Research-Based

The FirstFit Questionnaire content is based on years of research. It quickly gets to the heart of what matters most.



### Easy to Implement

From the questionnaire, to results, to action planning, the process has been designed with the busy leader in mind!



### Empowering Leaders

Rather than being an "HR Initiative," the entire process empowers leaders to connect at a deeper level and support engagement.



### Focus on Action

It's about much more than data, leaders and employee are equipped with specific next steps to ensure action is taken.



# Exit Surveys

## Uncovering the TRUE Reason Employees are Leaving

Too often, when organizations ask departing employees why they are leaving the organization, employees describe the attributes of their new employer. For example, what attracted them to their new position, better pay, schedule, or benefits? However, the real question to ask these employees is, “What made you start looking for a new job in the first place?”

We can help you better identify and respond to the issues that cause your employees to voluntarily leave your organization by asking the right questions in a short, concise survey. You can then use the results to determine whether or not issues causing employees to leave are worth addressing and to learn how to deal with other employees who are still in the organization but struggling with the same issues.

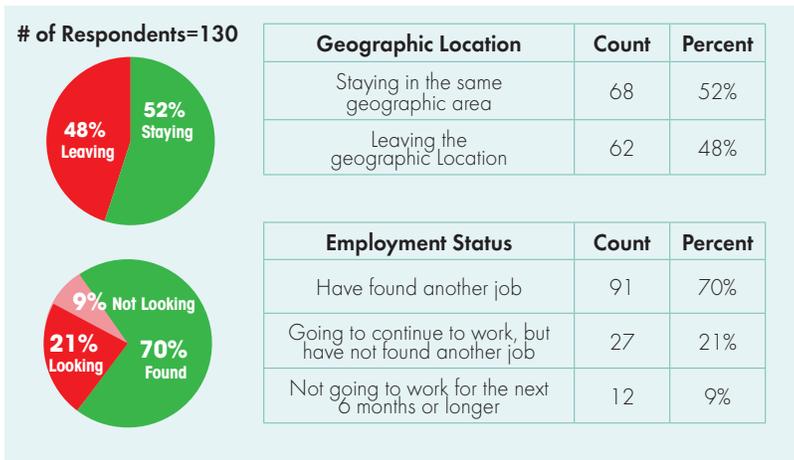
Our process includes administering PartingWords twice, first at the time of departure and again 30 days later when responses may vary or be in greater detail. PartingWords is an integrated program that uncovers the true reasons why team members leave your organization.

The survey questions are organized by four key factors: organization, job/career, coworker, and leader.

The real question to ask is “What made you start looking for a new job in the first place?”

### Value of PartingWords

- Choose from standard or customizable survey options
- An easy-to-complete 8-minute questionnaire
- Useful as a re-recruiting tool for high performing employees
- Multi-media administration (i.e. online and paper)
- Results are clear and accessible to you 24/7
- Pulling reports is straightforward and easy
- Ability to filter results by attributes that matter most to your organization (i.e. tenure, performance, location)
- Results available down to the front-line leader to drive accountability
- Global benchmarking, recommendations, analysis, and presentation of results are available



View this PartingWords report in detail at [www.talentkeepers.com/samplerreports](http://www.talentkeepers.com/samplerreports)

# Building High Performing Teams

When it comes to creating and engaging your workforce, few things are more important than relationships. Highly engaged and motivated teams can look like “art in motion” – fully appreciating each other’s differences, and flexing to take total advantage of each team member’s unique style and talents. You can achieve this...but it takes the right tools, and it takes the right process. We can help.

Co-Worker Connection opens the doors of communication and mutual work styles, helping strengthen team member relationships.

Team members and co-workers play a significant role in employee engagement and you’ll see many positive benefits:

- Higher team and individual performance
- Improved communication
- Enhanced team building
- Resolved conflicts without leader’s direction
- Willingness to share information
- Increased satisfaction at work

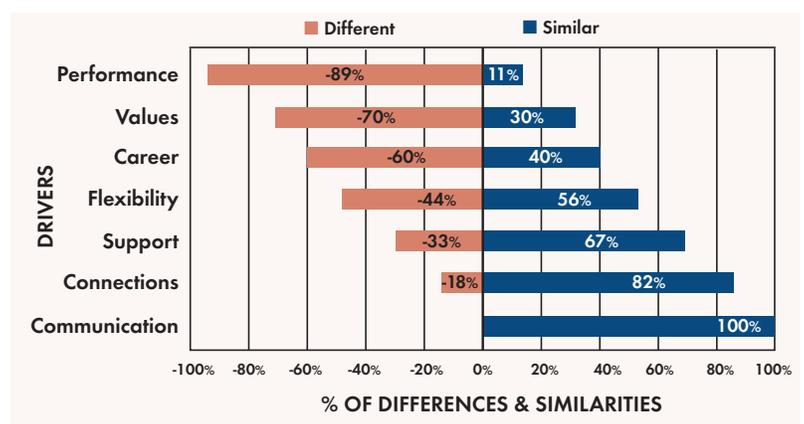
## How Does Co-Worker Connection Work?

- Employees take a short work preferences survey and view an online report comparing their preferences with each co-worker.
- Co-worker pairing can be done either automatically for all employees on a team or on-demand.
- Each pair of co-workers meet 1:1 to review and discuss how to use their similar and different preferences to work smarter together. They agree to incorporate strategies into their working relationship to drive collaboration and better performance.

## Team Co-Worker Connection identifies similarities and differences on seven key drivers of engagement:

1. Performance
2. Values
3. Career
4. Flexibility
5. Support
6. Connections
7. Communication

Helping team members to understand how they are similar and different from each other on these drivers helps them work more effectively together by appreciating each other’s similarities and differences while also leveraging understanding of assignments and projects.



View this Co-Worker Connection report in detail at [www.talentkeepers.com/samplerreports](http://www.talentkeepers.com/samplerreports)

# Empowering Leaders to Drive Engagement

Leaders are one of the most important yet often overlooked opportunities to increase employee engagement in any organization. Our proven method measures how well individual leaders engage their employees and defines the steps they need to take to improve their engagement skills. Developed and perfected with tens of thousands of leaders, LEADS is an online system which has been proven to increase leaders' abilities to engage and retain their team members.

People Join  
Companies but  
Leave Leaders

## LEADS Offers an Effective Set of Tools for Leaders



**Leader Engagement Questionnaire** Research-based online leader engagement questionnaire measures leader engagement effectiveness. Using the questionnaire will boost productivity while also strengthening employee-leader relationships to create a climate where employees are motivated to work harder and drive stronger results not only for their department, but for the organization overall.



**Results and Reports** Clear, behaviorally-based individual leader and group reports. Results are presented in an easy to understand format using key metrics and guided action planning steps allowing each leader to quickly see areas of strength as well as areas for development. Analyze results by any attributes from your Human Resources Information system (HRIS) or operational performance system.



**Team Meeting Guide** The guide helps leaders prepare effectively for discussions with their teams about the survey results. Leaders can create a positive experience for their team, inspiring them to be supportive and engaged in the improvement process.



**Online Action Planning** Prepopulated results from the questionnaire allows easy goal setting for individual leaders. Versatile action planning options include leveraging strengths, developing opportunity areas, inclusion of comments plus guides for developing an approach and setting SMARTER goals. Participation reports track action plan progress at all steps which drives accountability.



# Leadership Assessment and 360 Surveys

We've created an integrated assessment and development approach to provide you with the structure to build leadership competence within your organization. Leaders are assessed on competencies that are tied to our award-winning leadership training program, the Engagement and Retention Leadership Series™, allowing participants to quickly build competence where needed. Now you can nurture talent and develop leaders who will create a culture of engagement.

## Retention Quotient (RQ)



View this RQ report in detail at [www.talentkeepers.com/samplerreports](http://www.talentkeepers.com/samplerreports)

This 50-minute situational judgment assessment is designed to measure a person's understanding of and ability to apply 10 key leadership competencies that have been proven to increase employee engagement, retention and team performance. It can also be used as a leadership readiness assessment for employees who are interested in a leadership role and to help prioritize the participant's leadership development plan.

- Provides current and aspiring leaders insights into their strengths and developmental opportunities
- Reports are available for each individual leader with a built-in action plan and can be aggregated by various attributes with a built-in action plan
- Content of the assessment focuses on 10 key leadership competencies, which link to our leadership training series, allowing participants to take training in areas needing development
- Results can be aggregated by various attributes (i.e. level, location, function) to allow for training needs analysis

## Insight™ Multi-Rater (360) Survey



View this Insight 360 report in detail at [www.talentkeepers.com/samplerreports](http://www.talentkeepers.com/samplerreports)

A 360° survey that solicits input from individual leaders, their team members, peers, and their manager. The objective is to enhance a leader's awareness of their strengths and weaknesses so appropriate developmental activities can be determined and prioritized. Additionally, Insight can be used as a pre-training and post-training diagnostic tool and as part of a leadership assessment program for development and promotion.

- Content of the survey focuses on 10 key leadership competencies with structured items proven to effectively measure performance
- Valuable comparisons are drawn in those areas where the leader and the other respondents differed in their perceptions
- Respondents, other than the focal leader and their manager, will be anonymous and identified only by their relationship to the leader (e.g., team members, and peers)
- Reports available at individual and aggregate levels with built-in action plans

# Leadership Training

## Award-winning leader training that builds engagement and retention skills

Responsibility and accountability for engaging and retaining valued talent has moved out to the front lines and into the hands of leaders. Competitive pay, benefits, and incentives, while helpful, are not enough to keep workers from shopping for their next opportunity. Leaders, particularly front-line leaders, must be skilled in building a climate of engagement, retention, and a culture that speaks to employees in a way that encourages them to stay. Leaders will be your organization's best defense against unwanted turnover.

## Blended Training Programs

To meet the needs of different organizations and individual learning styles, our blended learning leader development training contains three elements:

1. e-learning module
2. instructor-led workshop
3. on-the-job activities

Our instructional design engages learners in a variety of learning techniques including simulations, quizzes, tips, and best practices to increase knowledge and skills. Clear instructions, guidelines and materials are provided for on-the-job practice and reinforcement activities.



## Learning Topics



**Trust Builder:** Create a sense of respect and dedication with team members and colleagues.



**Talent Developer and Coach:** Develop and coach team members to help them grow results in greater commitment and loyalty to the organization.



**High Performance Builder:** Create conditions that reinforce high levels of team member performance, particularly critical for the most talented people.



**Esteem Builder:** Give team members the responsibility and freedom to act.



**Engaging and Retaining Multiple Generations:** Engaging and retaining a multi-generation workforce.



**Climate Builder:** Make work and the workplace enjoyable and fulfilling.



**Flexibility Expert:** Learn to recognize and adapt to individual needs and views.



**Communicator:** Communicate effectively with team members, peers and managers.



**Retention Expert:** Develop knowledge and an understanding of the supporting values central to initiating effective employee retention-focused actions.



**Retention Monitor:** Learn the signs of disengagement and how to take preemptive action to retain valued team members.



**Talent Finder:** Explain how to effectively source and select qualified people.

# Our Research



## Workplace America<sup>SM</sup> Employee Engagement and Retention Trends

Workplace America is the longest, continuously run national research reporting on employee engagement and retention trends, strategies, tactics, and the future of talent management practices. Hundreds of organizations participate annually in our research studies representing every size, industry, and geography in America today! This research helps to guide our product development, client implementations, and support.

Workplace America includes data on “Best-in-Class” organizations where engagement and retention strategies have improved performance and transformed organizational cultures. Learn what they are working on, how they budget and execute initiatives, and the metrics they use to track outcomes. This process offers a valuable opportunity for benchmarking against those organizations that consistently achieve strong results from their efforts to engage and retain valued employees.

A current copy of Workplace America can be downloaded on our website. Our members always receive reports and white papers prior to national

availability. To participate in the next national study, simply become a member of TalentKeepers and you will receive an invitation. All of your responses are kept strictly confidential.

## Workplace America Leadership<sup>SM</sup>

This report of how organizations use their leaders to drive employee engagement and retention efforts was first launched in 2017. Recognizing how critical leaders are in the battle to engage and retain talent, we wanted to know more about the challenges organizations face in using leaders to drive engagement and how they are approaching them. This research adds valuable depth to the data from Workplace America. A copy of the current Workplace America Leadership Report can be downloaded on our website. To participate in the next study, simply become a member of TalentKeepers and you will receive an invitation. All of your responses are kept strictly confidential.

## Two Decades of Benchmarking Data

We’ve been gathering workplace retention and engagement data since 2000, covering dozens of industries that include organizations from Fortune 50 companies to not-for-profit charities. Our established benchmarks include a wide range of key engagement and retention indices that are essential metrics to guiding your strategies, practices, and return on investment.

How do you measure up to others in your industry or the best-in-class? Find out how to benchmark your engagement and retention effectiveness by contacting us at [Solutions@TalentKeepers.com](mailto:Solutions@TalentKeepers.com) to learn more.

**Learn more at [www.talentkeepers.com/research](http://www.talentkeepers.com/research)**

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*“TalentKeepers’ employee engagement methodology and their knowledge of talent development, organizational change, business outcomes, and of the Healthcare industry have been cornerstones for starting to realize our goal of being a great place to work. We have leaned on their expertise in survey design, deployment and analysis for several years.”*

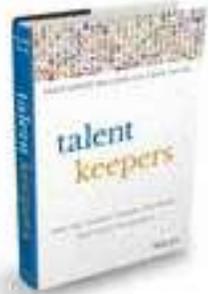
**Shani Lenard, MS, MA**  
Director, Talent Development, Envision Physician Services

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# Our Commitment to You

Since 2000 we've been leading the way for organizations to increase engagement and retention and reap the rewards through improved business metrics including safety, quality, customer service, sales, profitability, and more.

We strive to advance the human resources field by conducting and publishing ongoing research sharing our expertise in what drives employee engagement and retention and, how to improve it.



## Powering Performance Through People

Our talented team members have authored articles in professional journals and frequently present at international, regional, and local area conferences and events. *Talent Keepers: How Top Leaders Engage and Retain Their Best Performers* is our widely acclaimed book which puts a new spin on the most successful strategies and tactics. Plus, we're members of SHRM and the HR People and Strategy (HRPS) Executive Network and use those alliances to further understand industry trends.

## Supporting HR Professionals

We are a SHRM and HRCI certified provider of continuous learning. We offer Human Resources Professionals approximately 50 hours of pre-approved online courses, webinars and workshops on various employee engagement and retention topics at an affordable cost that's less than many other providers.



## Become A TalentKeepers' Member!

Access in-depth resources on a variety of engagement and retention topics by becoming a TalentKeepers member at our website. Choose either basic or premium membership and start on your journey to become an expert on employee engagement and retention. [www.talentkeepers.com/membership](http://www.talentkeepers.com/membership)

**Whitepapers** Take a deeper dive into some of the most popular topics today on engaging employees including Stay Interviews, Onboarding to increase retention, Exit Interviews, calculating your cost of turnover, and more.

**Case Studies** We power performance through people for our clients everyday. Access some of our best case studies to understand how our clients have seen powerful results from using our engagement and retention solutions.

**Research Reports** We've been conducting annual engagement industry research for 15 years and been gathering workplace retention and engagement data since 2000, covering dozens of industries that include organizations from Fortune 50 companies to not-for-profit charities. Learn more about our research on Page 18.

**Turnover Cost Calculator** Take the first step to understanding the costs of employee turnover in your organization by using this free tool to calculate the direct and indirect costs of losing an employee. This well-respected tool is featured in many college textbooks as part of human resources coursework. [www.talentkeepers.com/tcc](http://www.talentkeepers.com/tcc)

Learn more at [www.talentkeepers.com/learning-center](http://www.talentkeepers.com/learning-center)



Improving  
performance  
through people  
since the  
year 2000



## Comprehensive Solutions to Create a Culture of Engagement



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ONBOARDING



STAY INTERVIEWS



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LEADERSHIP ASSESSMENT  
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