

Foundational Building Blocks for Sustainable Retention

Douglas Brown
Manage2Retain





Agenda

Presentation Title



Douglas Brown- Manage2Retain

Background

- Managerial Roles Manufacturing (Food Industry)
- Sales: Chemicals, Ingredients,
- Employee Engagement
- Manage2Retain

Agenda

How Workplaces are Changing

The Importance of Retention?

Statistics and Trends

Foundations that Drive Retention Success





**CHANGING BUSINESS &
WORKFORCE NEEDS**

=

**CHANGING
WORKPLACES**

Drivers

Digital World/Technology

Pandemic- WFH/Hybrid

Stress, Burnout, Mental Health

Global Marketplace and Competitive
Landscape

Role/Responsibility Changes

DEI

Multi Workplace Generation-
Attitudes/Beliefs

Gallup Research 2023

75% of people quit people not their jobs

Only 30% of people trust their boss

19% of a manager's time is lost to dysfunctional conflict

23% Engaged

62 % Not Engaged

15% Actively Disengaged



Reasons For Turnover

Lack of Career Growth/Opportunity

Poor Leadership, Communication, Trust
Relationships

Workplace Culture

Stress/Work-Life Balance

Low Compensation

Emerging Challenges

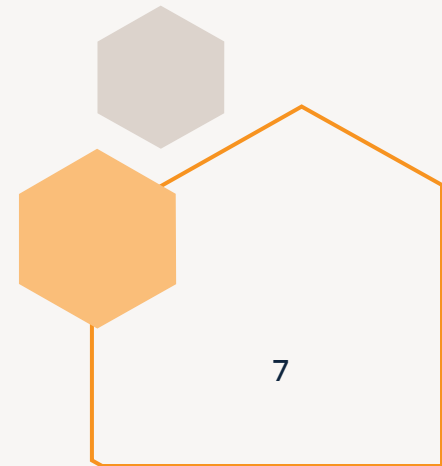


**CHANGING BUSINESS
& WORKFORCE
NEEDS = CHANGING
WORKPLACES**

Foundation One



Understanding Your Why



Is Employee Retention Even Important In Today's World??

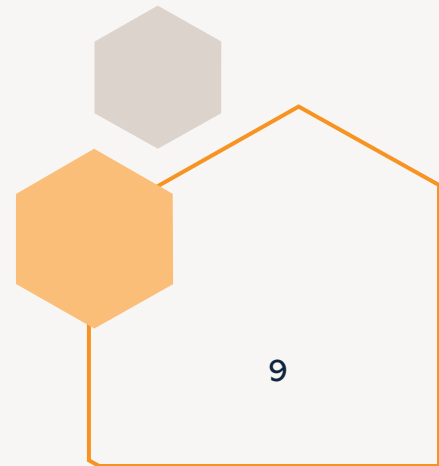
A Few Reasons to Consider the WHY

- **Costs/Profit Impacts**
- **Operational Issues (Quality, Productivity, Innovation, Knowledge)**
- **Client Needs/Satisfaction**
- **Brand and Reputation**
- **Talent Acquisition/Skill Recruitment**
- **Internal Challenges**

Foundation Two



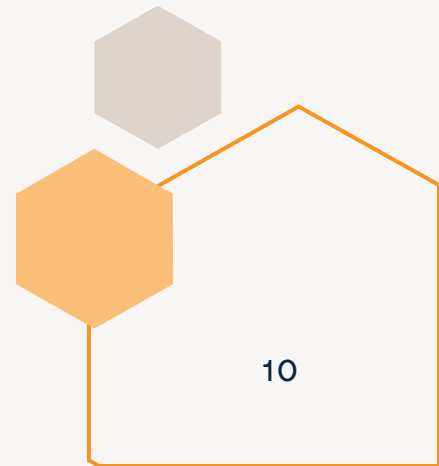
Clarity of Role x 4



Foundation Three



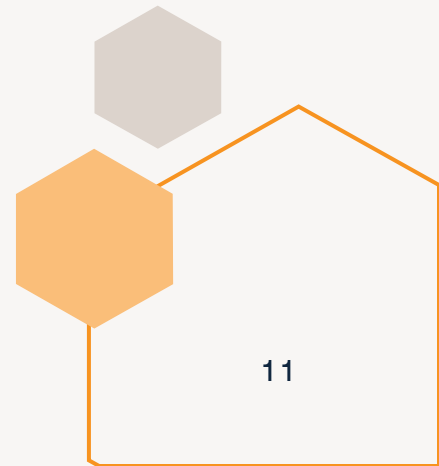
Assessments, Diagnostics and Benchmarking



Foundation Four



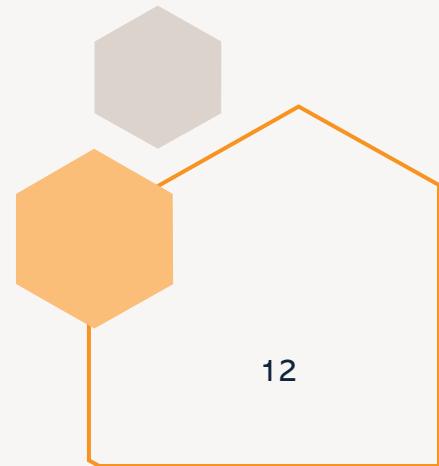
Strategy, Goals, Objectives and Measurement Metrics



Foundation Five

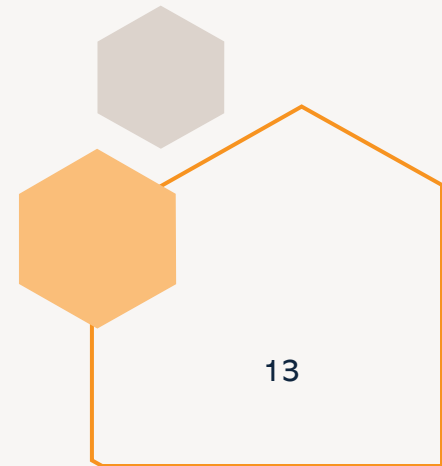


Involve Managers and Employees



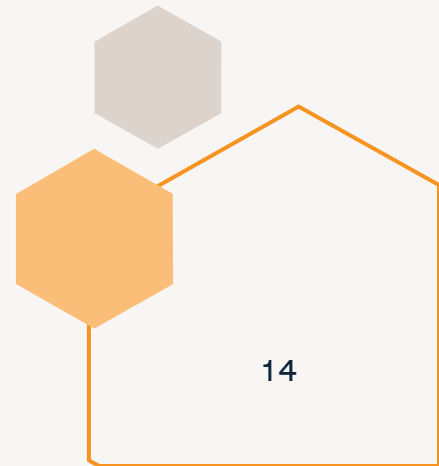
The Critical Role of the Manager

- **Show Recognition & Appreciation**
 - **Impact on Engagement and Motivation**
- **Conduit Between Senior Leaders and Employees**
 - **Set the Tone for Workplace Culture**
- **Performance Expectations- Clarity and Direction**
 - **Building Trust and Psychological Safety**
 - **Work-Life Balance and Well Being**
- **Support Professional Growth & Development**
 - **.....and many more!**



Foundation Six

Supporting Employee Needs/Goals





Knowing & Understanding: Unique, Personal Needs, Passions, Interests Strengths and Career Goals



Takuma Hayashi

Extroverted, Customer Service Focus



Graham Barnes

Needs Teamwork and Group Interaction. Always New Creative Ideas



Mirjam Nilsson

Interested in new Challenge and Career Growth Focused



Rowan Murphy

Values Appreciations and Acknowledgement



Flora Berggren

Prefers Independent Work, Concerned about Ailing Mother- Needs Flexible Hours



Elizabeth Moore

Needs alignment with Company Mission, Values and Purpose



Rajesh Santoshi

Needs working from home options to avoid expensive commutes



Robin Kline

Is a Relationship Person and Needs Communication and Trust

Summary/Conclusions

- To move progressively to more advanced and successful employee retention processes requires a focused strategy built on a strong foundation.
- Programs created with these foundational principles provide a systemized approach to building sustainable employee retention.
- Remember there are many non-financial (salary/benefits) programs that are also crucial to retention.
- Ultimately, success is about meeting and supporting employee needs, interests and goals.

Manage2Retain-Three Step Process



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This program has been approved for 1 (HR (General)) recertification credit hour toward aPHR™, aPHRi™, PHR®, PHRca®, SPHR®, GPHR®, PHRi™ and SPHRi™ recertification through the HR Certification Institute.

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Thank you

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