

Nancy D. Solomon *introduces*



You Want Your Company's Top Talent To Stay That Way, Don't You?

Do you know what's happening with the 91.5% of Americans still left in the workforce?

Did you know...?

- Only **30% of the American workforce is "engaged"** in their work and organization in a positive manner. 70% are "not engaged" or are "actively disengaged" ¹
- Americans who have any amount of **college education are less engaged** than their counterparts with a high school diploma or less ¹
- The least engaged workers are 30-64 years old ¹
- The disengaged workforce is costing the US economy more than \$350 billion a year, representing roughly 11% of an organization's payroll ¹
- Engaged employees operate at **50% higher productivity**, generate higher levels of creativity and innovation, create **33% higher profits**, and score **56% higher in customer loyalty** ¹
- 60% of all new hires that leave within 90 days do so due to feeling **under-prepared, overwhelmed and disconnected** ²
- 45% of employees who voluntarily terminated during the first 90 days, did so due to **failure to bond** ³
- 80% of turnover is related to an unsatisfactory relationship with the boss ⁴

Which Means

The most cost-effective, long term solution to retaining talent is also the easiest: It's to insure that your employees are **happy**. That's right, **happy** ⁸.

Which is why you should....

Stop throwing money at them. (That's so 90's).
Stop throwing pizza at them. (That's so short term).
Stop throwing away your top talent. (That's so expensive).

People don't leave a job. They leave a relationship ⁹.

Is your company a training ground for your competition?

The cost of replacing talented workers can easily average one to two times their annual salary - not including indirect costs of lost knowledge, declining morale, lost customers and rising inefficiencies ⁴.

You have two choices:

You can worry about whether or not they're going to leave

- OR -

You can do everything within your power to be certain they stay!

Happy employees:

- Stay twice as long in their jobs as their least happy colleagues ⁵
- Take 10 times less sick leave ⁵
- Believe they are achieving their potential twice as much ⁵
- Spend 78% of their day on task doing what they're paid to do (their unhappy counterparts spend 53%) ⁵
- Are 180 percent more energized than their unhappy colleagues ⁵
- Are 155 percent happier with their jobs ⁵
- Are 150 percent happier with life ⁶
- Are 108 percent more engaged ⁶
- Are 50 percent more motivated ⁶
- Get better performance evaluations & higher pay ⁷

GET Do What You Love, Love What You Do NOW

Happy People Are Contagious:⁶

- They boost the mood of their colleagues
- They fix problems instead of complaining about them
- They have more energy, and are therefore more efficient at everything they do
- They are more optimistic and have a more positive outlook
- They learn faster
- They worry less about making mistakes-and consequently make fewer mistakes
- They make better decisions; unhappy employees operate in permanent crisis mode
- They solve problems faster
- They are more creative
- They adapt faster to change
- They get promoted quicker
- They are more able to receive feedback

So....

It is IMPERATIVE that people understand what makes them happy at work and how that affects their performance!

Change:

It happens one person at a time.

Engagement. It happens one person at a time.

Respect. It happens one person at a time.

Global transformation. It happens one person at a time.

One person at a time.

Just like you hired.

One person at a time.

Hey, guess what!? You're one person.

- In just 7 weeks you can have employees who do what they love and love what they do.
- In just 7 weeks you can have employees who are inspired, energized and prosperous.
- In just 7 weeks your job will become a whole lot easier, and you'll become a whole lot more effective.

7 weeks?

Seriously.

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Objectives

- To identify the obstacles to women leading, and how to overcome them
- To inspire, encourage, and motivate women to lead in their personal and professional lives
- To increase attendee's ability to influence
- To increase attendee's awareness of, and responsibility for, their impact
- To examine the concepts of potential, purpose, passion and the impact they have on your engagement at work and in your life
- To explore the correlation between who you are and your impact on your business and your customer

Statement of Benefits

- Increase confidence, which leads to better performance and higher revenue
- Demonstrate to employees how their daily activities have impact and influence on your organization's vision, mission, and goals
- Increase employee engagement, which contributes to an increase in productivity, customer loyalty, and profits
- Decrease employee turnover, and therefore the cost of recruiting and training new workers
- Assume increased responsibility for their own professional development and advancement instead of relying on the company to initiate change
- Increase your organization's bench strength with women leaders who can achieve measurable short and long-term results
- Expand opportunities for diversity and inclusion, by increasing women's contributions to your organization's decision-making structure

You have questions. We have some interesting answers.

Call us!

(206) 722-2800

www.nancydsolomon.com/dwyl7weekcourse/

References:

- ¹ [Gallup Report](#) March 2009. Citation pulled from web site January 2012.
- ² [Business Success Tools](#) quoting Sprint Benchmarking study. Citation pulled from web site January 2012.
- ³ [HR.com](#) Report. Multiple citing's. Citation pulled from web site January 2012.
- ⁴ [PwC Saratoga Institute](#). [Growth reimagined: The talent race is back on](#). Citation pulled from web site January 2012.
- ⁵ Wall Street Journal 9/18/11: Jessica Pryce-Jones The Five Drivers of Happiness at Work Citation pulled from web site January 2012.
- ⁶ Happiness equals productivity at work, 9.23.10 Advanstar dvm360 quoting Jessica Pryce-Jones. Citation pulled from web site January 2012.
- ⁷ Seligman, Authentic Happiness. Citation pulled from web site January 2012.
- ⁸ [Employee Retention Project report](#), Scribed.com. Citation pulled from web site January 2012.
- ⁹ [Coming Storm: Spherion 2009 Emerging Workforce Study Reveals Ongoing Disconnects Between Employers and Workers](#) PR Newswire, Oct 20, 2009. Citation pulled from web site January 2012.