

CHRO Today Executive Network



Retention & Engagement: *What's Love Got to Do With It?*

How do you get good people to stay? Bev will discuss the retention, and engagement demands leaders are faced with today and share 3 practices to help you better engage with your employees.

- Growth Practices to support learning and growth.
- Relationship Practices to inspire loyalty.
- Culture Practices to create positive work environment.



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RETENTION & ENGAGEMENT:

WHAT'S LOVE GOT TO DO WITH IT?

WITH DR. BEVERLY
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Love: its everything!



How do you get good people to
stay?

26 ways to engage them!

Three Ways to Engage



Growth
Practices



Relationship
Practices



Culture
Practices



Growth Practices

Support Learning & Growth

CAREERS

Support
Growth

ENRICH

Energize the
Job

GOALS

Expand
Options

HIRE

Fit Is It

LINK

Create
Connections

MENTOR

Be
One

OPPORTUNITIES

Mine
Them

MANAGE

RS

Which conversation
is the hardest?

EMPLOYEE

ES

Which conversation
do you most look
forward to?



Everyone Needs Career

Lever(r)age

Lateral: Sideways to highways

Enrichment: Grow here

Vertical: When up *is* the only way

Exploratory: Try before you buy

Realignment: Step back for a reason or a season

Relocation: Is that grass really greener?







Relationship Practices

Inspire Loyalty

DIGNITY

Show Respect

JERK

Don't Be One

QUESTION

Reconsider the Rules

REWARD

Provide Recognition

TRUTH

Tell It

UNDERSTAND

Listen Deeper

YIELD

Power Down

MANAGE

RS
Which conversation is MOST in your comfort zone?

EMPLOYEE

ES
Which conversation do you want more of?

A Dozen Jerk Behaviors



- ★ Demanding
- ★ Lacking patience
- ★ Micromanaging
- ★ Criticizing
- ★ Withholding praise
- ★ Setting impossible deadlines
- ★ Not listening
- ★ Not caring
- ★ Distrusting
- ★ Blaming
- ★ Breaking promises
- ★ Giving mostly negative feedback

Have you had a manager exhibit any of these behaviors? What was the effect?



Culture Practices

Create a Positive Work Environment

FAMILY

Get
Friendly

SPACE

Give It

INFORMATION

Share It

VALUES

Define and
Align

KICKS

Get
Some

WELLNESS

Sustain It

PASSION

Encourage
It

**X-PLORE
GENERATIONS**

Are We
Attending to
All?

MANAGE

RS.
Which one is MOST
valued in your
culture?

EMPLOYEE

ES.
Which one is MOST
important to you?

Wellness: Sustain It!



Top five reasons for burnout:

1. Unfair treatment at work
2. Unmanageable workload
3. Lack of role clarity
4. Lack of communication and support from the manager
5. Unreasonable time pressure

Gallup, *Employee Burnout: The Biggest Myth*, March 2020

What else?



Plus, 3 Success Drivers

ASK

What Keeps
You?

BUCK

It Stops Here

**NUMBER
S**

Run Them

Engagement & Retention Demands:



Growth Practices

Relationship Practices

Culture Practices

CAREERS	Support Growth	ENRICH	Energize the Job
GOALS	Expand Options	HIRE	Fit Is It
MENTOR	Be One	LINK	Create Connections
OPPORTUNITIES	Mine Them		

DIGNITY	Show Respect	JERK	Don't Be One
QUESTION	Reconsider the Rules	REWARD	Provide Recognition
TRUTH	Tell It	UNDERSTAND	Listen Deeper
YIELD	Power Down		

FAMILY	Get Friendly	SPACE	Give It
INFORMATION	Share It	VALUES	Define and Align
KICKS	Get Some	WELLNESS	Sustain It
PASSION	Encourage It	X-PLORE GENERATIONS	Are We Attending to All?



Zenith: Go For It



What matters most?
Where will you start?

What's Love Got To Do With
It?



EVERYTHING!

Thank you!

