



Love them...

... or Lose them...

... getting Good people...

... to Stay

THE ENGAGEMENT JOURNEY

Love 'Em Or Lose 'Em®

why is this critical?

Employee engagement affects everything. When employees are engaged:

- Discretionary effort fosters innovation.
- Employee loyalty provides momentum.
- People develop and grow.
- Productivity increases and bottom line is impacted.
- Goals are met and exceeded; performance drives market share.
- Effective manager and employee communications are measurable.
- Inclusion efforts are strengthened and a sense of belonging emerges.

what is it?

- A blended (online + classroom) 3-part action-based learning experience.
- Several insight tools drive learnings and a multi-rater assessment uncovers opportunities.
- Templates and other resources to create individual engagement plans and hold Stay Conversations.

how it works

- **Getting Started** – This 15-minute online program, delivered two weeks prior to the class, answers the WHY to engagement - the business case. Introducing core concepts, introspections and engagement factors, it sets the stage for the classroom experience. The Talent Focused Leader™ assessments are downloaded, launched and analyzed prior to the classroom experience.
- **Classroom Experience** – Two 2 ½ hour instructor-led sessions focus on developing the skills of Talent Focused Leaders™. Leaders learn how to apply engagement strategies and identify actions to maximize the contributions of their people. Finally, they will learn, prepare and practice for several impactful Stay Conversations.
- **The Journey Continues** – Additional resources will be delivered to support fulfilling commitments. Learners work with an accountability partner to move forward and continue to apply actions to create their own culture of engagement.

outcomes

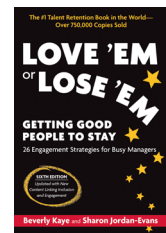
Upon completion of the experience, learners will:

- Understand why engagement matters to them, the team and the organization.
- Know how to strengthen their role as a Talent Focused Leader.
- Recognize the 26 engagement practices and tips, and how to apply them.
- Practice asking questions and conducting critical Stay Conversations.
- Commit to actions that will lead to people being engaged and feeling a sense of belonging.



Love is the pinnacle of respect, trust and appreciation. Love is not a static state; it is an action verb that implies investment, contribution and support. Love allows others the space to be unique while valuing that uniqueness. Love 'Em Or Lose 'Em is more than a call for the elimination of indifference and mediocrity; it is an appeal for wholesomeness and goodness. Practicing the principles will not only result in employees who attract and retain customers, it will foster associates who nurture customer loyalty and brand advocacy.

— Chip Bell, Author



Based on the 6th edition of WSJ bestseller by Beverly Kaye and Sharon Jordan-Evans (2021) which links Inclusion and Engagement.

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