

# Talent Management & Employee Retention

Attracting, Engaging & Retaining the Top Talents in Your Organisation

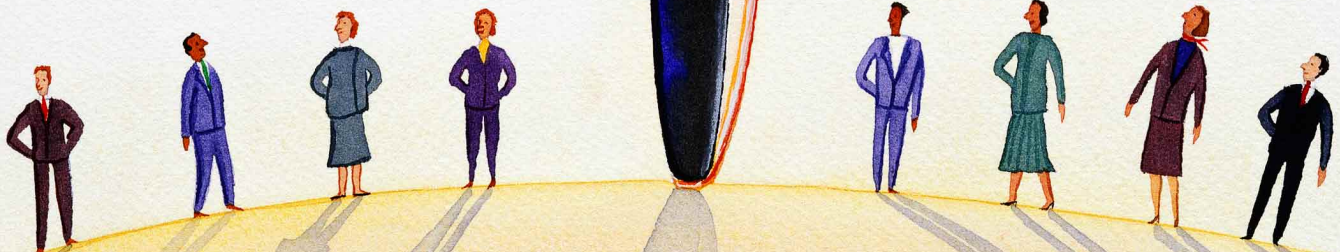
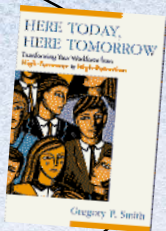
27 – 28 Nov 2006 • Orchard Hotel Singapore



**FREE to all Attendees**

"HERE TODAY, HERE TOMORROW -  
Transforming Your Workforce from High-  
Turnover to High-Retention"

Authored by Our Workshop Leader  
- Gregory P Smith (worth US\$24.95)



Conducted by

**Mr Gregory P Smith**

- Author, Trainer, International Business Consultant
- Leading Authority on talent management and employee retention
- CEO of Chart Your Course International, USA

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# Talent Management & Employee Retention

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**Findings 1:**

The average cost to recruit and train one employee is estimated at 2.5 times an employee's salary.

**Findings 2:**

It costs \$678,000 in recruiting, training and missed sales opportunities every time a SAPS sales person quits!

**Findings 3:**

U.S. businesses spend over \$200 billion annually recruiting and replacing their employees.

You cannot afford to promote the wrong person or make a bad hiring decision. As these harsh figures above reveal, organisations are spending thousands of dollars in turnover and training costs.

Money and benefits may bring employees through the front door, but poor work conditions and weak management skills drive them out the back. When it comes to recruiting and retaining, many organisations fail to see their own bad habits, faulty processes, and other inefficiencies which lead to low productivity and high turnover.

Today's workforce issues have the potential to impact business performance in the coming years. Successful organisations realise employee retention and talent management are integral to sustaining their leadership and growth in the marketplace.

**You Cannot Build a Great Organisation Without Great People.**

This timely workshop on Talent Management and Employee Retention is filled with effective strategies, simple tools and techniques which you can implement easily at your workplace.



**In two days, you will learn:**

- How to use employee assessments to hire and develop individuals;
- How to reduce the cost of employee turnover and retain your most talented employees;
- How to create a high-retention culture in your workplace;
- How to build a work environment that attracts, keeps and motivates your workforce;
- How to engage and energise your workforce;
- How to formulate an effective employee reward and recognition system;
- How to design career ladders giving people a sense of achievement;
- How to use your organisational brand to make your organisation the choice of employer

**Who Should Attend:**

CEOs, GMs, SVPs, VPs, Directors, Heads, Seniors Managers & Managers, Consultants who are responsible for:

- HR / Human Resource Development
- Employee Relations
- Recruitment
- Remuneration, Benefits and Compensation
- Talent Management / Development
- Corporate / Employee Communications
- Performance Management
- Workforce Planning
- Succession Planning and Management

# Programme Outline

## 1. Deploy a Talent Management & Retention Strategy

- How to reduce the cost turnover and become an employer of choice
- How to use a clear and powerful vision statement and organisational values to drive high performance
- Design an Employee Value Proposition for each level
- Understand and measure the cost of turnover
- Learn how Yahoo manages talent
- Understand the importance of measuring job satisfaction

## 2. Provide Direction and Lead by Example

- Understand how leadership skills have changed
- Learn the five things managers must do to drive talent management
- Develop an accountability plan for each level of the organisation
- Become a Be, Know, Do leader
- Achieve measurable improvements in leadership performance

## 3. Recruitment and Selection

- Understand why good people say "no" to your organisation
- Understand why it is better to leave a position open than fill it with the wrong person
- Discover the new rules for talent selection
- Learn how to hire people that fit the organisational culture
- Design a talent selection process based on behaviours and competency models
- Learn to use assessment and profiles to maximise hiring success

## 4. Orientation and Onboarding

- Learn how to design an on boarding process for executives and employees
- Discover what you need to do the first 30 days to reduce turnover and build loyalty
- Learn best practices from top organisations

## 5. Build Connections and Communication

- Identify barriers and obstacles to good communication
- Design a plan to evaluate how well we communicate to our workforce
- Learn how to conduct retention reviews with your staff

## 6. Rewards, Recognition, and Reinforcement

- Learn the four components of a Total Rewards Strategy
- Discover how to identify the critical behaviours you must reward and recognise
- Learn how to use peer recognition programmes to drive results
- Senior managers participate in and support reward and recognition programme

## 7. Charged Environment that Engages the Workforce

- Learn how to make work and jobs mentally engaging and physically energising
- Design a system to solicit ideas and suggestions from your workforce
- Discover ways to make work fun



- Learn how to measure and improve current job satisfaction and positively impact individual productivity
- Overcome resistance and barriers to change
- Harness the forces that create high performance
- Use "crisis management" to your strategic advantage

## 8. Employee Learning and Development

- Learn how to apply a coaching process for higher performance
- Design career ladders giving people a sense of achievement
- Design and deliver advanced learning programme for your high potentials
- Build a better performance management system to drive productivity

### Key Learning Benefits from Attending this Workshop

**A stable workforce with lower attrition.** Retention programmes are both more effective and less expensive than *recruitment* programmes. Reduced turnover gives you more stability, which pleases both employees and customers alike.

**Lower costs.** The average cost to recruit and train one employee is estimated at 2.5 times an employee's salary. It costs \$4,000-\$7,000 to replace an hourly, low-wage employee, and up to \$40,000 to replace a nurse. One Silicon Valley company estimates the cost of replacing an average employee is \$125,000. The number of trained employees saved from leaving your organisation after the first few months will easily pay for a training program.

**Return on investment.** The Gallup organisation showed where employees who have an above average attitude toward their work and their employer will generate 38 percent higher customer satisfaction scores, 22% higher productivity, and 27% higher profits.

**Improved performance and greater potential.** Studies show only half of the workforce put effort into their job over and above what is required. Three out of four people said they had the ability to become more effective than they were. Workshop will show you how to improve employee satisfaction and morale, enhance communications, and facilitate an increase in their work/life balance.

**Improved Customer/Patient Satisfaction.** A satisfied workforce reflects a positive attitude toward others. They in turn will display a helpful approach toward customers and patients thus generating higher satisfaction scores, which will grow the profits of your organisation.



## Gregory P Smith

Author, Trainer and International Business Consultant

As featured in



Greg Smith is the "Captain of the Ship" and CEO of Chart Your Course International, a management development firm that helps organisations with employee retention programmes to recruit, manage, retain, and develop the best workforce available by providing cutting-edge strategies, consulting, and training.

He is both a motivational speaker and organisational development consultant specialising in leadership, talent management, organisational change, employee retention and teambuilding.

Greg is the author of six books including *Here Today Here Tomorrow: Transforming Your Workforce from High-Turnover to High-Retention* and he is a leading authority on employee retention. He is a former Examiner for the *Malcolm Baldrige National Quality Award*, the highest award for business excellence.

Harvard University recognised him in their Profiles in Business and Management: An International Directory of Scholars and Their Research. Greg is located in Atlanta, Georgia.

### Greg's clients include

- Southwest Airlines
- Burger King
- Tetra Pak
- Baxter Healthcare
- Hallmark Cards
- Merrill Lynch
- Sony
- Samsung
- Hilton Hotels
- Unisys
- U.S. Department of Education
- Singapore Service Quality Centre
- U.S. Army Dental Corps
- Turner Broadcasting – TBS
- U.S. Air Force
- Immigration and Nationalisation Service
- Home Depot

### Workshop Schedule

Registration 08:30 - 09:00 hours

Workshop 09:00 - 17:00 hours

Two tea-breaks and one luncheon will be provided for during the two-day training.

## What past delegates have said about his workshops...

"Your insights were very informative and it was very helpful having a speaker who brought such a broad level of experience from many different backgrounds. Not only were you entertaining to listen to, but everyone appreciated the fact that they were able to take back many new ideas they can implement immediately." - *Laura Leeds, VP Continuing Care and Workforce, New York State Healthcare Association*

"Greg provides a comprehensive road map for not only attracting and keeping talented employees, but for motivating them to achieve a higher level of performance." - *David Shadovitz, Editor-in-Chief, Human Resource Executive Magazine*

"Your humour and enthusiastic delivery served to hold interest as well as inspire all of the attendees. I have heard nothing but very positive and laudatory comments on your remarks." - *Henry U.B. Brummett, City Manager, City of Leon Valley, TX*

"Being involved in the fast paced and volatile industry of digital transmission and high technology, you provided the right combination of knowledge, experience and personality. You proved to be the dedicated and knowledgeable professional that everyone strives to become, but few meet the true criteria." - *Thomas Reardon, President, ProComm Telecommunications*

"Your background and experience has been instrumental in helping me create a more productive office where people enjoy coming to work. The ideas you have provided us have been instrumental in retaining our staff." - *Garry Moss, District Attorney, Blue Ridge Judicial Circuit*

"Your remarks about creativity, change and innovation over bureaucracy were well suited to meet the needs of our group." - *Franklin Dreyer, Senior Vice President, Federal Reserve Bank of Chicago*

"Greg's programs have prompted my department heads to begin being more resourceful and imaginative--to start "thinking outside the box"- when attempting to recognise and meet the many challenges facing our governmental entity today." - *Randy Poynter, Former Chairman, Rockdale County, GA*

"Thank you for an absolutely first-class presentation during our recent 37th Training Wing luncheon. Your speech was upbeat and motivating--just right to charge our senior leadership for the afternoon agenda. I appreciate your help in making the day a tremendous success." - *Henry Hobgood, Brigadier General, U.S. Air Force*



<p style="text-align: center;">To register, please contact  <b>Partners Conference &amp; Event Management Pte Ltd</b>                  (Reg. No. 200210370R)</p> <p style="text-align: center;">Tel: 65-6288 1273 Fax: 65-6288 1293                  Email: enquiries@partners-conference.com                  www.partners-conference.com</p>	<p><b>Fees (nett per person)</b></p> <p>Standard Workshop Fee S\$1,795 nett per pax                  Register by 30 Sep 2006 S\$1,595 nett per pax (save S\$200!)</p> <p><i>Enjoy group discounts off early bird fees when you register a team of 3 people from the same organisation.</i></p>
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## Yes, please register me / us

Name of Delegates	Designation	Email
1. _____	_____	_____
2. _____	_____	_____
3. _____	_____	_____

### Approving Manager

Name: \_\_\_\_\_ Designation: \_\_\_\_\_  
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