

Retaining Your Best Employees

Is Your Corporate Culture Helping or Hurting?

One of the biggest challenges in organizations these days is recruitment and retention of talented employees:

- **Talent Shortage:** Manpower surveyed 33,000 employers across 33 countries in 2006. 40% of employers worldwide are having difficulty filling positions due to the lack of suitable talent available in their markets. 81% expect the problem to get worse in the coming years.
- **Employee Turnover:** In current surveys, 39% of U.S employees indicated that they are considering actively seeking a new job in 2007. And two-thirds of employed U.S. working adults indicated they are open to changing jobs if an opportunity presents itself
- **Top Three Priorities:** 60% are looking for challenging work, 58% want recognition, and 44% want to be put on the fast track.

One of your most effective tools to combat turnover is a strong corporate culture that creates a compelling place to work. Peg Neuhauser will give you practical, down-to-earth advice about how to build a high-retention workplace culture. Examples of culture traits that help or hurt you in retaining your talented workforce:

- You can't "sell" top talent on your company with pithy sound bite communications. These people are looking for an organization with a compelling business case and a job where they get a chance to help making it happen .
- Talented people with experience have radar for corporate culture poisons--conflict between key players, command and control leaders, under resourcing of key strategies.
- An organization with "need to know" or fuzzy communication habits drives talent away. A "tell it like it is" cultures retain top talent.
- Younger generation talent want the "keys to the car."

For more information about presentations, training, or consulting on corporate culture, email pegneu@earthlink.net or call Peg Neuhauser at 512-422-7120.

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