

Employee Engagement & Retention

FOR FRONT-LINE LEADERS — Manufacturing • Construction • Utilities • First Responders

Replacing one front-line employee costs 50–200% of their annual salary. **Your supervisors determine whether your best people stay or walk.**

What would it mean to your bottom line if your turnover dropped by 30%? U.S. companies spend over **\$1 trillion** annually on turnover — and Gallup research shows that **70% of team engagement variance is driven by the direct supervisor**, not pay, not perks, not the company mission. The front-line leader is the engagement engine. When they're equipped with the right behaviors, engagement rises, absenteeism drops, and retention follows. **This session gives your supervisors the tools to become the reason people stay.**

THE BUSINESS CASE FOR THIS TRAINING

70%

Of engagement variance is driven by the direct supervisor — not pay or perks (Gallup)

21%

Higher profitability in teams with high engagement vs. low-engagement teams

59%

Less turnover in organizations where supervisors are trained in engagement behaviors

\$1T

Annual cost of voluntary turnover to U.S. employers — most of it preventable

Sources: Gallup State of the American Workplace • SHRM • Harvard Business Review • McKinsey

WHAT YOUR LEADERS WILL LEARN

- ✓ Identify the six key drivers of employee engagement on front-line teams
- ✓ Conduct stay interviews — conversations that prevent the exit interview
- ✓ Give recognition that is specific, timely, and behavioral — not generic
- ✓ Create psychological safety so team members bring problems before they walk
- ✓ Spot early warning signs of disengagement before it becomes a resignation
- ✓ Build a team environment where people choose to give their best effort

What Changes Immediately:

- ✓ Supervisors begin having stay conversations with at-risk employees
- ✓ Recognition becomes specific and behavioral — not just 'good job'
- ✓ Early disengagement signals get noticed and addressed before departure
- ✓ Teams report higher morale and stronger connection to their supervisor

THE ENGAGEMENT FRAMEWORK

Six Drivers. One Supervisor. Every Day.

1	RECOGNITION	Specific, timely, behavioral — name the action and the impact
2	RELATIONSHIP	How you treat your team on an ordinary Tuesday is your engagement strategy
3	MEANINGFUL WORK	Connect daily tasks to the mission — if they can't answer "why does my job matter", that's your first action
4	GROWTH	If they can't grow with you, they'll grow somewhere else — have the career conversation first
5	AUTONOMY	Micromanagement signals distrust — define the standard, then get out of the way
6	WORK-LIFE BALANCE	Burnout is not a badge of honor — protect your people's time and it comes back in retention

Plus: Stay Interview Guide, Recognition Formula, Early Warning Signs Assessment

"The impact of their work has been incredible — fostering a new generation of capable leaders. Their curriculum is remarkably specific, addressing our unique organizational needs with precision. I wholeheartedly endorse Rising Tide Solutions."

— **Jim Rhodes**, SVP, Wayne Brothers Companies

Your leaders won't remember the meeting where nothing was said. **They'll remember the training that gave them the confidence to act.**

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SESSION AT A GLANCE

- 🕒 45 Minutes
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- 📅 Up to 20 per Session

Package Includes:

- 9-slide instructor presentation
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