

## IT'S TIME FOR A NEW APPROACH TO ENGAGEMENT AND RETENTION

The global pandemic reminded us that life is fragile and tomorrow is never guaranteed. 2/3 of global employees say that they're reassessing personal and professional priorities, and more than 50% are willing to leave their jobs for new roles that offer a compelling purpose. They're no longer interested in WHAT you do, but rather, WHY you do it.

**Employers need to meet this need, or be prepared to lose talent to companies that will.**

### WORKSHOP DETAILS

#### Target audience

- Senior Leadership Team or
- Extended Leadership Team

#### Time investment

- 2 x 2-hour workshops
- Held 2 weeks apart

#### Workshop format

- Virtual
- Classroom

#### Workshop features

- Customized content for your business
- Build a purpose statement in real time
- Create connections with group activities
- Designed to be practical, interactive, memorable ... and a little bit BOLD!

### LEARNING OBJECTIVES

#### Workshop participants will ...

- Understand the “perfect storm” of events that are threatening employee engagement and retention globally
- Discuss the impact of purpose on engagement, retention and growth
- Explore the elements of a compelling purpose statement
- Actively participate in a series of exercises to create a unique purpose statement that inspires loyalty, engagement and retention
- Define next steps to bring your new purpose statement to life