

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

COVID has triggered many of us to re-evaluate our personal and professional priorities. Current research shows that employees want to feel a connection between their work and a greater purpose. They are not interested in WHAT you do, but rather, WHY you do it. And they're willing to search for new roles when this need goes unfulfilled.

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
- Train-the-trainer

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 ...

- Explore the “perfect storm” of events on the horizon that are threatening employee engagement and retention
- Review and discuss the impact of purpose on engagement, retention and growth
- Actively participate in a series of exercises to discover or refine your company's unique purpose
- Create a meaningful purpose statement
- Define next steps to bring your new purpose statement to life!