



## **In This Together: Becoming a Team of Retention Champions**

When employee turnover seems never-ending, it negatively affects everyone on staff and keeps organizations from building cohesive teams. As many organizations remain consistently understaffed, it becomes vital that everyone plays a part in improving retention. Doing so means less stress and more restful sleep at night for all!

Workforce thought leader, Cara Silletto, MBA, CSP, will energize and empower your entire team to reduce “us vs. them” conflicts at work. Participants will leave this powerful, engaging session with a renewed sense of commitment to the organization and ownership in the retention solution. Our people are our greatest retention advocates, so let’s all attract others onto our teams, instead of repelling the talent we can’t afford to lose.

- Explore ways to reduce negative critical judgment of others
- Learn individual strategies from our M.A.G.N.E.T. framework to create a better work environment
- Become a magnetic Retention Champion who helps reduce team turnover

## **Workforce Wake-Up Call: It's Time to Operationalize Turnover**

As pensions have disappeared, the long-term employee commitment has shifted to a shorter-term stay. While organizations can reduce employee turnover, they cannot eliminate it, which means staffing challenges caused by employee turnover are here to stay. Due to this new reality, it’s time for leaders to rethink staffing stability and set realistic goals, budgets, and business models around the unavoidable turnover. The best way to increase employee retention moving forward is to plan for, and adjust, current operations to better manage forecasted levels of employee turnover. This reduces the shock and business disruption from staff departures.

Workforce thought leader, Cara Silletto, MBA, CSP, will explore strategies for operationalizing turnover so your organization can become a well-oiled machine that maximizes the time you have with each new employee to meet your company's goals and customer expectations.

- Explore the latest workforce developments as we unveil our "State of the Workforce" address
- Increase operational efficiency by planning and implementing strategies to reduce and embrace turnover
- Determine ways to keep people longer, enhance productivity, and improve profitability

## **Staying Power: How to Keep Employees Longer**

While some of today’s workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Workforce thought leader and author, Cara Silletto, MBA, CSP, will share unique insights on exactly why staff stay or go today, as well as innovative ways to gain greater staffing stability based on her proven M.A.G.N.E.T. retention framework covering Management Effectiveness, Attraction & Recruiting, Guidance Upon Entry (onboarding), New Staffing Models (advancement), Empowered Champions, and Trust Through Transparency. Learn how to slow the revolving door, more effectively manage the impending shorter-term workforce, and improve productivity and profitability for your organization.

- Discover current employee turnover trends and future staffing projections
- Uncover the real reasons employees leave most organizations and ways to encourage them to stay
- Learn how to become a M.A.G.N.E.T. employer who attracts better applicants and keeps staff longer



## **It's Not About Birth Year: The Generational Story You've Never Heard**

Tired of hearing generational programs that list off mind-numbing statistics and put everyone into stereotyped buckets? You'll love our award-winning approach to bridging today's generational gaps!

As an early Millennial herself, generational expert, Cara Silletto, MBA, CSP, sits in the sweet spot for uncovering the uniqueness of each generation's upbringing as she shares real-life stories about how Boomers, Xers, Millennials, and GenZ were each raised differently. Cara unveils how generational gaps are showing up in today's workplace and puts the real issues on the T.A.B.L.E. (Technology, Authority, Balance, Loyalty, and Entitlement). Her refreshing perspective fuels an eye-opening discussion that will shift your mindset about those around you, personally and professionally.

- Define the updated generational cohorts and learn why their definitions of "professionalism" vary
- Uncover exactly why today's new workforce thinks and acts so differently than previous generations
- Learn how to see different points of view to reduce judgment and improve team relationships

***Cara Silletto, MBA, CSP*** *is the founder of Magnet Culture and a leading generational expert, sought-after keynote speaker, and game-changer in workforce retention, equipping organizations to tackle turnover challenges head-on.*

**Recognized by Recruiter.com as a "Top 10 Company Culture Expert to Watch"**, her insights have benefited more than 30,000 leaders nationwide, solidifying her position as a trusted field expert. **Workforce Magazine named her a 'Game Changer'**, and she has set herself apart with her groundbreaking solutions to workplace challenges.

**Holding an MBA**, Cara uses her hands-on experience and keen business insight to highlight the benefits of proficient workforce management. Each year, she leads 50-100 workshops and keynotes, offering tactical strategies to navigate the intricacies of today's workforce. Her influence goes beyond the stage as she's been featured in major publications like **USA Today, Forbes, and Huffington Post.**

**Cara authored *Staying Power: Why Your Employees Leave and How to Keep Them Longer***, providing real-world expertise and highlighting practical retention strategies. With her background as an association event planner and **lifetime spent on stage**, she knows how to captivate and educate audiences effectively.

***When you choose Cara Silletto as a speaker, your attendees receive a transformative, memorable experience packed with actionable strategies for the evolving workforce landscape.***





**ALL KEYNOTES ARE AVAILABLE AS A WORKSHOP OR BREAKOUT SESSION AS WELL.**

## **Beyond Overwhelmed: Resilience Strategies We All Need Right Now**

Thanks to the never-ending ups and downs of life and work today, many struggle to see the light at the end of the tunnel, and burnout remains a major issue for companies, managers, and staff. At this time, it is critically important to give your teams an outlet and help them identify the strength they have within to continue their journeys forward and not give up.

- Reflect on one's own resilience strategies used during past difficulties that can be tapped into now
- Learn coping mechanisms to strengthen one's mindsets and ability to move forward
- See team members in a new light creating more support and trust among them

## **The Case for Culture Change: Critical Workforce Insights for the C-Suite**

Excessive employee turnover is impacting the bottom line, and organizations now see why workforce retention must be an executive priority in order to keep people longer. It's time to eliminate the internal "blame game" keeping organizations from gaining the staffing stability needed to be more productive and profitable.

- Discover how the current and projected employment landscape is impacting business practices
- Explore why today's workforce has incredibly different expectations than their leaders
- Prioritize retention initiatives for the greatest ROI

## **Real-World Retention: 25+ Ways to Reduce Employee Turnover**

Ready for immediately-actionable tactics to gain greater staffing stability? This jam-packed discussion dives into best practices from our M.A.G.N.E.T. framework: Management Effectiveness; Attraction & Recruiting, Guidance Upon Entry; New Staffing Models; Empowered Champions; Trust Through Transparency.

- Explore proven communication methods that keep staff longer
- Discover how to improve the new-hire experience to slow the revolving door of unnecessary turnover
- Learn ways to become more creative and flexible to meet the needs of today's new workforce

## **Realistic Retention Roadmap: Creating Your Plan for Sustainable Success**

With today's staffing challenges, how exactly do we move forward when we're already short-staffed and there's no time to determine the next steps or implement necessary changes? This means it's time to identify which areas of the business can function as they are, which need a simple tune-up, and which must go into the shop for an extensive overhaul.

- Audit your current culture and compare where it should be to effectively attract and retain talent
- Prioritize potential retention initiatives to gain the greatest ROI with the smallest time commitment
- Determine a scheduled plan of action for top retention initiatives moving forward



## **New Strategies for New Hires: Elevating Your Onboarding Experience**

Because most managers are overloaded today, proper onboarding often finds its way to the back burner, and new hires are left to fend for themselves. Today's new workforce no longer accepts this sink-or-swim approach, so reinstating proper onboarding that covers both compliance and culture is critical for retention success.

- Discover ways to improve the new-hire experience for incoming staff you want to keep
- Create fool-proof communication plans to set proper expectations for all
- Determine opportunities to customize onboarding when one size doesn't fit all

## **He Did What!? Finding Value in All DISC Behavioral Styles**

It's easy to judge those who work differently, but once leaders and team members understand DISC behavioral styles, it can build trust and reduce unnecessary team conflict. Exploring differences between introverts vs. extroverts, checklist-focused team members vs. those who "wing it," and fact-finding decision-makers vs. those who "go with their gut," is a great team tool.

- Build self-awareness of one's own behavioral style and how it's perceived by others
- Learn to identify and value the different behavioral styles of others
- Explore how to adapt one's own style to build stronger relationships within a team

## **Read the Room: Improving & Applying Your Emotional Intelligence (EQ)**

When emotions run high in the workplace, it can hijack productivity. Understanding the five dimensions of EQ (Self-Awareness, Self-Regulation, Motivation, Social Awareness, and Social Regulation) is critical as strong EQ is considered one of the most valuable characteristics of a leader today.

- Learn how to identify and control one's own emotional responses in an effective manner
- Explore how to observe, support, and influence the emotional state of team members
- Discover how to improve one's own EQ to become a better leader and communicator

## **On the Same Page: Enhancing Leadership Communication**

The root cause of many internal issues and missteps keeping teams from achieving greater success is ineffective communication. While most know or have learned the fundamentals of good communication, busy leaders and team members don't always put them into practice, so it's time for reinforcement.

- Overcome common communication pitfalls causing misunderstandings
- Address ways to improve one's clarity and content of messages
- Discuss the evolution of communication channels and ways to adapt

## **I've Got Your Back: Building Stronger Teams**

In today's busy world, it's hard to find one-on-one time with team members. However, it's critical to know your people, appreciate their contributions, and ensure your team truly knows one another as well. Building trust, effective communication, and support within a team takes intentional effort by leaders.

- Explore how to incorporate micro-team building into daily interactions
- Identify ways to reduce negativity and gossip among teams
- Determine how to best introduce and adjust for new hires more effectively