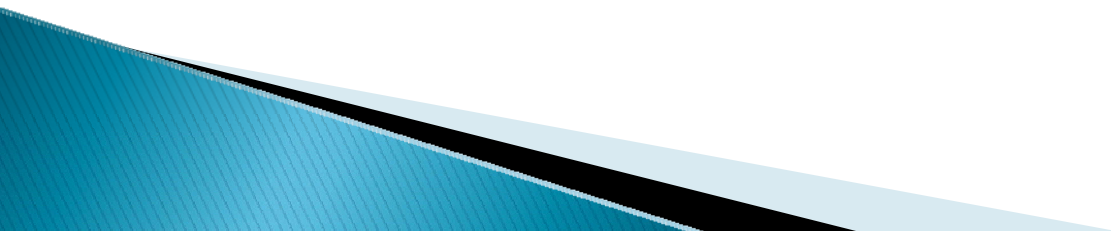


# Implementing a Retention Strategy

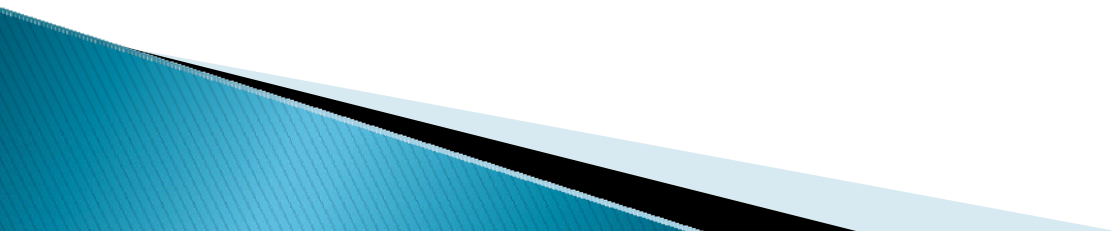
Sandra Riedlinger  
Paragon Gaming

# Agenda

- ▶ Retention = Engagement
  - ▶ Why is this so important
  - ▶ 8 Key Drivers to Employee Engagement
  - ▶ Where do we start?
  - ▶ Measuring our success
- 

# Polling Question

What are you currently experiencing in an employee “turn over” rate?

- ▶ 10% - 20%
  - ▶ 21% - 30%
  - ▶ 31% - 40%
  - ▶ 41% - 50%
- 

# Retention = Engagement

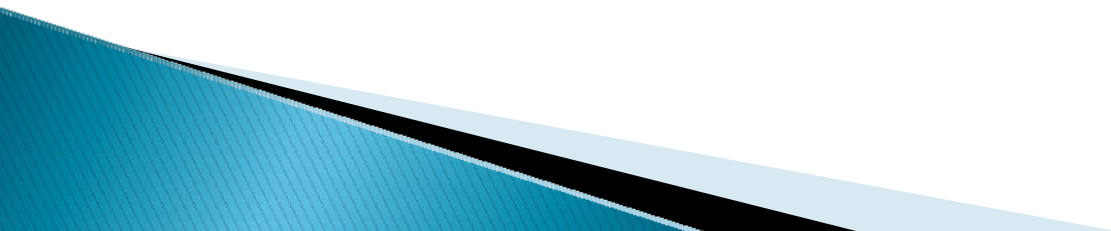
An effective Employee Retention Strategy is based on understanding employee engagement.

*BlessingWhite: 2008 Employee Engagement Global Survey*

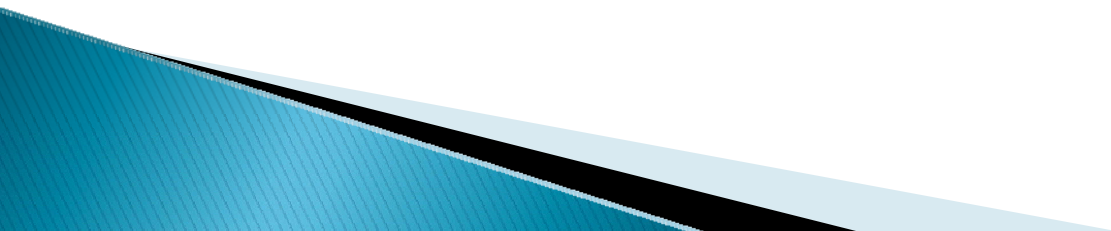
*85% of North American engaged employees plan to stay with their current employer*

# Employee Engagement

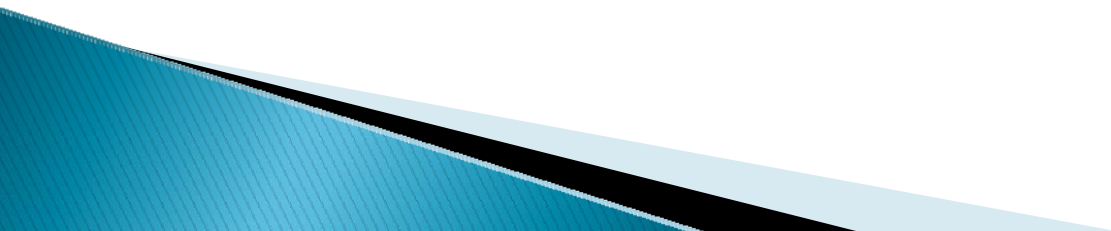
*“a heightened emotional connection that an employee feels for his/her organization that influences him/her to exert greater discretionary effort to his/her work”*



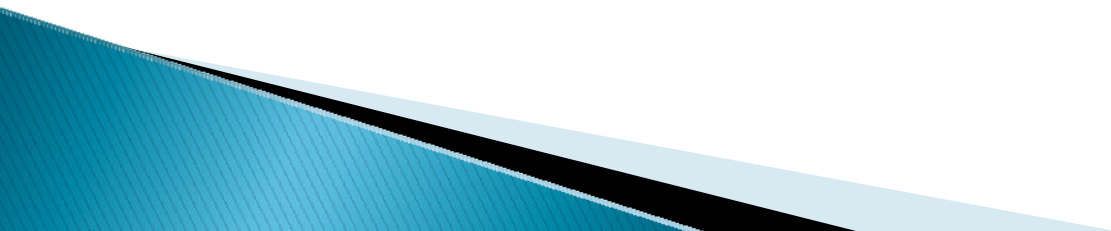
# TowersPerrin 2008 Employee Engagement Survey

- ▶ Highly engaged employees produce 28% more revenue on average than a disengaged employees
  - ▶ 72% of highly engaged employees believe they can positively effect customer service  
vs.  
27% of disengaged employees
  - ▶ 68% of highly engaged employees believe they can positively impact costs in their job/unit  
vs  
19% of disengaged employees
- 

# Big Four: 8 Key Drivers

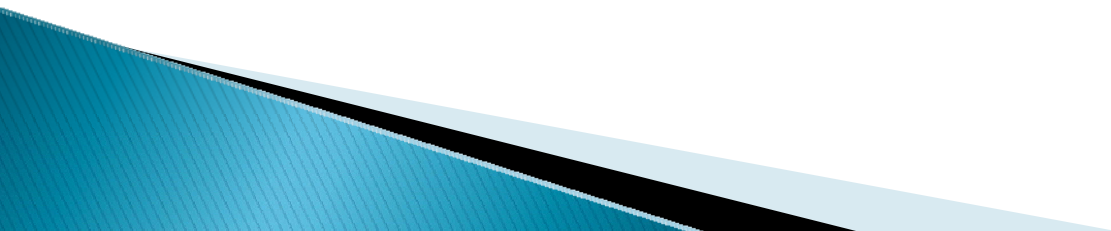
- ▶ Trust & Integrity
  - ▶ Nature of the Job
  - ▶ Line of sight between employee performance & company performance
  - ▶ Career Growth Opportunities
- 

# Big Four: 8 Key Drivers

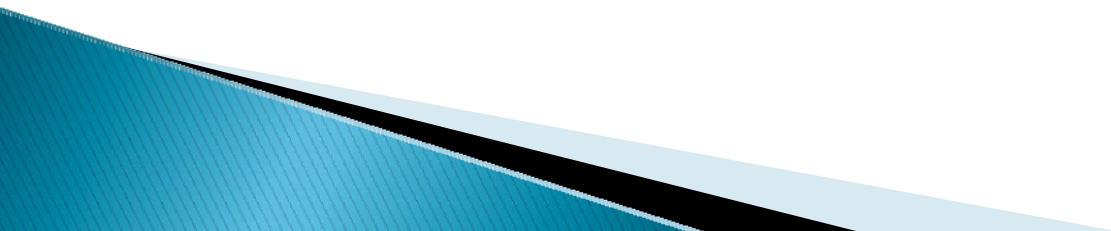
- ▶ Pride about the company
  - ▶ Coworkers/Team members
  - ▶ Employee Development
  - ▶ Relationship with ones manager
- 

# Where do you start?

Identify and Understand engaging moments:

- ▶ On-boarding experience
  - ▶ One on one conversations with manager
  - ▶ Performance appraisals/feedback
  - ▶ Career development/training opportunities
- 

# On-boarding experience

- ▶ Did you accurately portray the role they were hired for?
  - ▶ Did you provide adequate orientation & training?
  - ▶ Do you have a buddy program?
  - ▶ Did you follow-up with the new employee to ensure their satisfaction and expectations?
  - ▶ Do you live your company values?
- 

# Measuring for Success

- ▶ Annual Employee Surveys
  - ▶ Data on attrition & absenteeism
  - ▶ Bottom Line revenue results
- 