



April, 2013 Volume 4: Issue 4

Number 35

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a MESSAGE from SYLVIA

Straight Talk About Talent Retention

Talent retention is a major focus for most organizations today. No question about it. Attracting first-rate talent—and keeping it—is essential for every successful small business, mid sized company, large corporation, and nonprofit entity. I can't think of any exceptions. Think about your own workplace. Truly, your employees are your **greatest asset**, and they are the **heart** in everything you do.

If you follow me and my work, you know that I support some executives and managers to upgrade their job performance in the positions they currently hold. In other cases I assist clients to land promotions and plan/navigate transitions. Even if you're considering an eventual move up or a move out, you aren't gone yet. You are here...and you are responsible to and for the staff you have now. By taking responsibility you are more likely to keep them.

What exactly does that responsibility look like? Let's be clear: You aren't there to make your people love you; you are there to pave the way for them to fall in love with their work...to grasp its bigger purpose...to understand how their contributions fulfill the mission. You are there to show them possibilities for themselves and their careers. Further, I believe you are there to help them

shine. As a supervisor, it is your duty to facilitate all of this. Feeling intimidated? Well, you don't have to be.



My feature article below provides seven necessary insights to keeping your talent. Consider them thoughtfully, and integrate them daily. Allow them to guide your decisions and determine your actions. Everybody can win, you know. This supervision “thing”...this talent retention challenge... doesn't have to be a mystery.

Sylvia

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FEATURE ARTICLE

What Employees Need Most

To retain talent you must know what your employees need to be happy at work. Then you must make the effort to meet those needs in reasonable and appropriate ways.

Employees need to be well matched to their jobs.

The ingredients of a “right match” include: initiative, education, technical skills, natural talents, soft skills, interests, personality, and emotional investment.

They need to see meaning and purpose in their work.

It’s important for people to see how their contributions fit into the overall organizational picture. Moving from one isolated task to another without connecting the dots diminishes morale for many folks.

They need to feel trusted to do their jobs well.

Once people have what they need to function at the highest level (clear directions, appropriate supplies, useful resources, and specific deadlines), they prefer to work autonomously. Micromanagement undermines trust.

They need to know you care about them and the contributions they make.

Employees must see evidence that you genuinely care about their wellbeing, growth, and future. Intuitively, they must understand that you value what they do.

They need opportunities to grow.

Most employees welcome conversations that focus on their professional development path. They appreciate learning options such as webinars, conferences, workshops, e-courses, books, college classes, and mentorship programs.

They need to view their supervisor as an available, credible resource.

People must know they can come to you when they require more information, specific instruction, sound guidance, wise counsel, and a safe sounding board.

They need to receive useful, regular feedback.

Employees deserve to know the status of their job performance without having to wonder about it. Venues for communicating feedback include: individual staff meetings, team meetings, informal conversations, emails, phone calls, and formal annual review processes.

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What Clients Say

Sylvia and Launching Lives, LLC is the best thing I have done for my business in many years! Through individual coaching Sylvia has helped me identify how to be a more effective leader. That exercise has enabled me to take ownership of my practice and to see challenges and opportunities in an entirely new way. Through the group coaching experiences with Sylvia my team has achieved a better understanding of their roles and purpose. I have seen attitudes improve among the staff, and the work environment is now so much better!

--Deborah E. Pajak, uFinancial Group, CFP

Working with Sylvia has broadened my ability to recognize opportunity in crisis, misfortune, and change. My leadership style has transitioned to leading a large complex organization through consensus building instead of traditional top-down leadership.

--Ellen Kyzer

Offers and Opportunities

SENSATIONAL SUPERVISION

If you are interested in receiving Sylvia's audio CD focused exclusively on the art of supervising people, please contact her directly at Sylvia@launchinglives.biz.

RESOURCES

One of the employee needs mentioned in the feature article above focuses on caring for the individual and valuing his work. Here is a resource that supports this need perfectly: *The 5 Languages of Appreciation in the Workplace* by Gary Chapman and Paul White. This 2011 paperback is

devoted exclusively to an in depth discussion of the various ways you can show appreciation for your employees and their contributions. Investing in this book is really an investment in the health of your people and your business. Don't miss it! Available on Amazon.com for \$12.

You may also want to pick up a copy of Leigh Branham's book *7 Hidden Reasons Why Employees Leave: How to Recognize the Subtle Signs and Act Before It's Too Late* (2012). Available on Amazon.com, this \$15 prize reveals the real reasons why people jump ship—and they don't include money. If you are a supervisor, you need to check this out. Retaining your talent saves energy, time, and dollars both short and long term.

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TIP

Referencing the seven employee needs discussed in the feature article above, identify two that you have ignored, minimized, or failed to recognize as important over the last six to twelve months. Brainstorm ways that you can place greater emphasis on these needs so that your staff actually feels the difference. Choose one strategy and launch it now. You may want to start with the low hanging fruit to achieve noticeable success more quickly.

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Where in the World is SYLVIA?

On April 25, 2013 Sylvia will present a workshop entitled: "Emotional Intelligence: How To Use It, Grow It, and Leverage It to Ensure Professional Success" for the Dauphin County Bar Association's Women in the Profession group during their monthly meeting.

On March 27, 2013 Sylvia was featured as one of four speakers at the Mechanicsburg Naval Sea Logistics Center, Department of the Navy, during their half-day Women's Leadership Development Program. Her highly interactive brief presentation focused upon helping 60 men and women to assess their satisfaction with their current job performance and

to identify specific ways they could uplevel their careers to increase both personal fulfillment and professional contributions.

Several months ago Sylvia accepted a three year Board member position with the Central PA Chapter of the National MS Society. One of her primary responsibilities is to raise dollars for this organization that provides various programs and services for persons living with MS and helps to fund important research projects. If you would like to support the Central PA chapter in a large or small way, please click on this link: <http://www.nationalmssociety.org/chapters/pac/index.aspx>



Join Sylvia on these social networks!

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About This Ezine

This Ezine is 1) to provide readers with valuable FREE content which contributes to both personal and professional growth and 2) to invite them to take next steps toward working directly with Sylvia.

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Launching Lives Ezine is dedicated, above all, to “building people ... building businesses.” ©2010, 2011, 2012, 2013

About SYLVIA

Sylvia Hepler, Owner and President of Launching Lives, LLC, specializes in career development for both corporate and nonprofit executives and managers. Based in South Central PA, she specifically supports clients as they upgrade their current job performance, seek a promotion, or plan/navigate a career transition. What makes her services unique is that Sylvia helps people to cope with change, loss, and grief as they work on developing their careers. Her professional background includes: nonprofit executive management/leadership, nonprofit community health program start-up, program evaluation, public speaking, business and freelance writing, teaching, and retail sales.

A certified executive coach through The Rescue Institute in Colorado and a participant in extensive continuing education opportunities with several executive coaches of national notoriety, Sylvia offers individual and group coaching, assessments, teleseminars, workshops, keynote speeches, and retreats. She has also created products that augment her coaching services. For more information contact:

[Launching Lives Website](#)

[Click to contact Sylvia by Email](#)

Reach Sylvia by phone at 717-761-5457

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Launching Lives SERVICES

Launching Lives, LLC is a full service career development company for executives located in South Central PA. Utilizing a holistic approach to service provision, Launching Lives focuses on supporting clients as they create the platinum level career they desire by upgrading their job performance, seeking a promotion, or planning/navigating a career transition

Often people don't really know HOW they might benefit from coaching. Quite simply, ask yourself these questions: "What can't I seem to resolve on my own? What is keeping me awake at night? What am I missing when I look at a certain situation? How can I get to the next professional level? How can I learn certain skills quickly? How can I narrow my professional gaps? How can I motivate my staff? How can I communicate more effectively so I serve myself and others better? How can I reduce my work-related frustration? How can I develop a viable plan of action for myself and/or my

organization? How can I obtain greater job satisfaction? Coaching is the **SOLUTION** to any of these issues.

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