

STICKY TALENT: INCREASING RETENTION AND LEADING A MULTIGENERATION WORKFORCE



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THE RETENTION REALITY





**THE AVERAGE COST
OF TURNOVER IN
THE U.S. RIGHT
NOW IS BETWEEN
1.5 AND 2 TIMES
AN EMPLOYEE'S
SALARY.**

**50% OF EMPLOYEES WHO QUIT ALREADY
KNEW THEY WERE LEAVING WITHIN THEIR
FIRST 6 MONTHS ON THE JOB.**




THE 3 LAYERS OF STICKY TALENT™





PURPOSE THAT PULLS



A woman with dark hair, wearing a grey blazer, is seated and listening intently to a woman with blonde hair who is seen from the back. They are in a meeting setting with large windows in the background. A third person, a man with a beard, is partially visible on the right side of the frame.

Leadership That Listens



Growth That Glues





**IF YOU DON'T GROW THEM,
YOU WON'T KEEP THEM.**

RECRUITMENT REIMAGINED





**ONBOARDING IS THE FIRST DATE
OF EMPLOYMENT**



PRE-BOARDING TOUCHPOINTS



ASSIGN A MENTOR OR BUDDY

CELEBRATE DAY 30, 60, AND 90



Rebranding For Multi-Generational Workforce



HR & ORGANIZATIONAL LEADERS MUST UNDERSTAND:

1.THE PSYCHOLOGY OF GENERATIONAL PERSPECTIVES

**2.ADDRESS COMMON MISCONCEPTIONS,
& MYTHS :**



Misconception:



**“YOUNGER
GENERATIONS ARE
JOB HOPPERS BY
NATURE.”**

Data: According to the U.S. Bureau of Labor Statistics, the median job tenure for workers aged 25 – 34 is 2.8 years, but for ages 35 – 44 it's 4.9 years.



Misconception:



“OLDER GENERATIONS
RESIST
TECHNOLOGY.”

Data: A Pew Research study found 83% of Baby Boomers own a smartphone and 75% use social media daily.



Misconception:



“MILLENNIALS ONLY CARE ABOUT PERKS.”

Data: Deloitte's Global Millennial Survey shows over 60% say learning and development opportunities are the #1 reason they stay in a job—not free snacks.



Misconception:



“GEN Z DOESN’T WANT STABILITY.”

Data: A LinkedIn Workforce Confidence survey found 77% of Gen Z value job stability as much as, or more than, salary when choosing a role.



HR & ORGANIZATIONAL LEADERS MUST UNDERSTAND:

1. THE PSYCHOLOGY OF GENERATIONAL PERSPECTIVES
2. ADDRESS COMMON MISCONCEPTIONS, & MYTHS
3. DEVELOP STRATEGIES TO TURN GENERATIONAL DIFFERENCES INTO A COMPETITIVE ADVANTAGE.

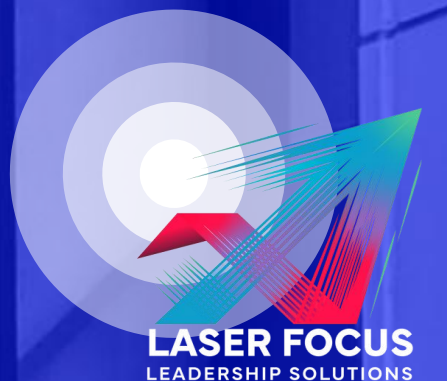


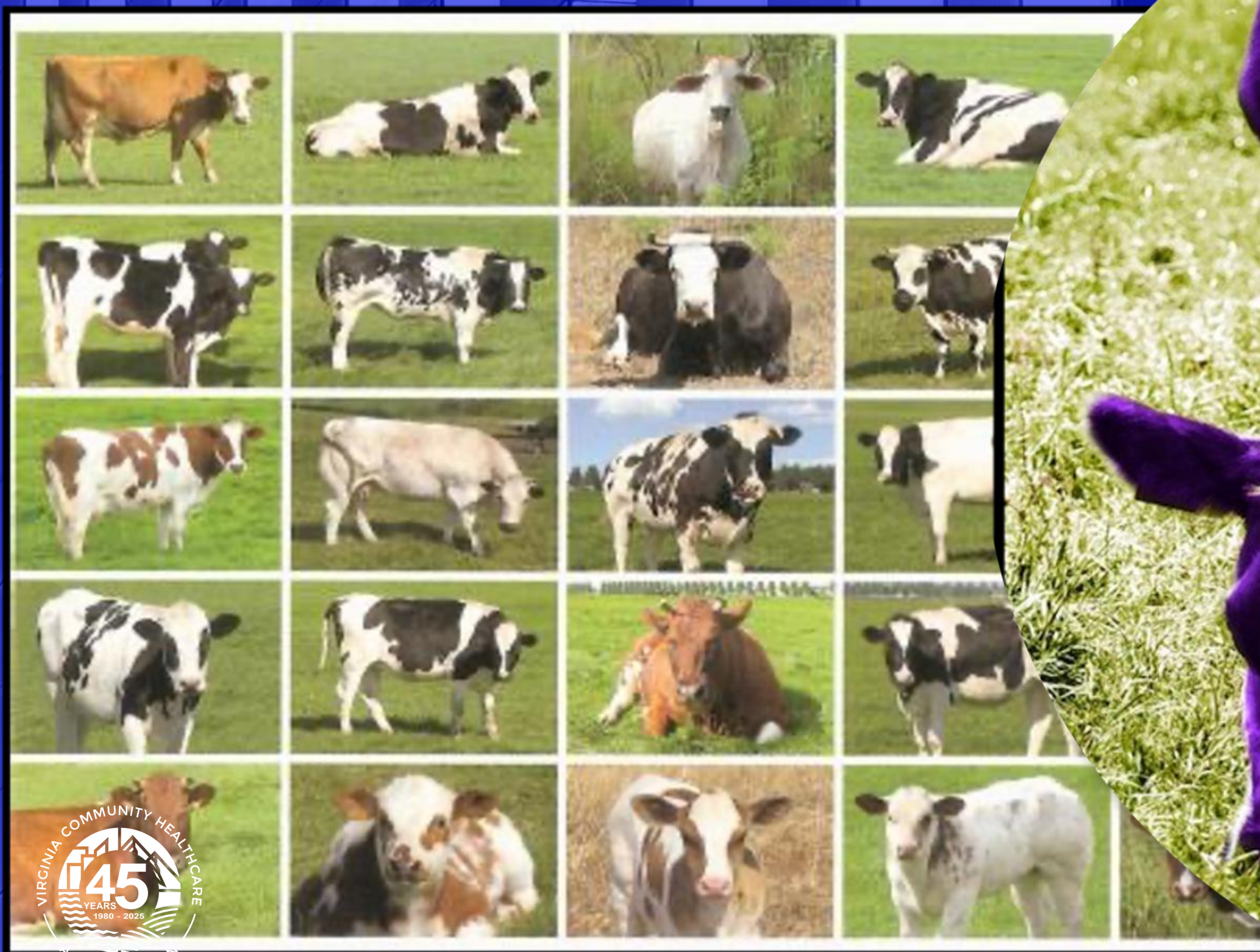
CULTURE IN ACTION





What Three Words Would
Your Employees Use To
Describe Your *Culture*
Right Now?







Give feedback to Dr. Kelvin

My Free eBook Gift To You!

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Or go to

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and enter this code when prompted

STICKY



Powered By **talkadot**

- Purpose Pulls
- Leadership Listens
- Growth Glues
- Brands Are
- Memorable
- Culture Wins

*Let's
Connect*

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KEYNOTE SPEAKER

