Love ‘Em or Lose ‘Em: Getting Good People to Stay

The internationally best-selling book on retention has been updated throughout – The new 3rd edition will become the ultimate “how-to” book for winning today’s talent wars

From the authors of Love ‘Em or Lose ‘Em: Getting Good People to Stay, Beverly Kaye and Sharon Jordan-Evans

Since Love ‘Em or Lose ‘Em: Getting Good People to Stay (Berrett-Koehler, 1999) was first published, the authors, Beverly Kaye and Sharon Jordan-Evans have discussed engagement and retention strategies with more than 100,000 managers from large and small companies. Meanwhile, their Wall Street Journal bestseller was translated into 17 languages and sold more than 350,000 copies worldwide.

Now, the authors are back -- with the third edition of this must-read resource book for leaders at all levels. The drivers for this edition have shifted slightly and include: a brightening economy, the unhappiest workers in a decade and the aging, soon-to-retire baby-boomers. The confluence of these factors will create yet another talent war and this new, revised book will help managers win that battle.

What’s New?

The 3rd edition of Love ‘Em or Lose ‘Em has been updated throughout with new research, facts, tips and corporate tales drawn from dozens of organizations.

It also includes a new manager’s trouble-shooting guide that highlights some current engagement and retention problems and offers concise, straightforward solutions to these timely concerns. Every issue and the related solutions relate to winning the new talent war. For example:

- **They Quit Quickly** – We barely get them hired and trained and they leave us – for something “better.”
- **The Boomers might be bailing out** – How do you keep them a little longer?
- **They have the workplace blues** – How do I light the fire again?
- **What about them?** I wish they would ask directly for what they want.

Talent will be at a premium, competition will be fierce and managers must do everything within their power to keep their top performers. This new edition, updated throughout, will become the ultimate “how-to” book to win the war on talent.
What’s Not New?

In the 3rd edition of *Love ‘Em or Lose ‘Em: Getting People to Stay*, Kaye and Jordan-Evans repeat the message and provide evidence for the fact that managers have the power and influence to engage and retain talent. They are the major determinants of whether talent stays or leaves an organization.

With the same user-friendly format, the authors give leaders concrete, easy-to-implement strategies (from A to Z) they can use to address employees’ real concerns and keep them on the team. Based on uncommonly practiced, yet common sense methods, these strategies are neither difficult nor costly to implement.

- **ASK: What Keeps you?** – Hold *stay interviews* with all employees, ask them what keeps them and avoid guessing once and for all.
- **BUCK: It Stops Here** – Managers have more power and influence than anyone else to keep their best people.
- **CAREERS: Support Growth** – Talk with employees regularly about their abilities, values, skills, choices and ideas.
- **DIGNITY: Show Respect** – Honor individual differences.
- **ENRICH: Energize the Job** – Support growth and challenge.
- **FAMILY: Get Friendly** – Employees value time with their families. Managers should support their lives outside of work.
- **GOALS: Expand Options** – Options abound – Address career paths within the organization.
- **HIRE: Fit is It** – Hire for the right fit in terms of skills and interests, successfully orient and support the new hires, and re-recruit all members on their team regularly.
- **INFORMATION: Share It** – Employees need to stay informed.
- **JERK: Don’t Be One** – Today’s workers won’t tolerate “jerk-like” behaviors.
- **KICKS: Get Some** – Make fun happen.
- **LINK: Create Connections** – Create connections for employees inside and outside of the company.
- **MENTOR: Be One** – Integrate mentoring behaviors into everyday work.
- **NUMBERS: Run Them** – The costs of loss, both physically and emotionally, hit the bottom line.
- **OPPORTUNITIES: Mine Them** – Create opportunities for people to stretch, grow, and learn.
- **PASSION: Encourage It** – Help employees discover what they love to do.
- **QUESTION: Reconsider the Rules** – Question the rules that hinder employee productivity and satisfaction.
- **REWARD: Provide Recognition** – Find creative ways to show appreciation.
- **SPACE: Give It** – People need opportunities and options to do things differently.

"Kaye and Jordan-Evans have given leaders of organizations action plans for how not to lose those knowledge assets of a company. If you have time for only one book, this is the one to read."

-- Jane Michel, Senior Consultant, Chevron Corporation
TRUTH: Tell It – Trust employees to hear the truth about themselves and the organization.

UNDERSTAND: Listen Deeper – Listen well and often to make people feel heard and understood.

VALUES: Define and Align – Learn how employees’ values align with the company’s values.

WELLNESS: Sustain It – Promote people’s health and fitness – emotionally, mentally, and physically.

X-Ers: Handle with Care – Respect and understand the unique values and work habits of the multiple generations in the workplace.

YIELD: Power Down – Relinquish power to make decisions and create success.

ZENITH: Go for It – Shoot for the stars and keep the talent on your team.

Beverly Kaye is CEO and Founder of Career Systems International, one of the nation's leading talent management solution providers. Her groundbreaking career development, talent retention, workplace satisfaction and mentoring programs have been implemented by top organizations worldwide.

Sharon Jordan-Evans is president of the Jordan Evans Group, an executive coaching, leadership development firm. She was a senior vice president for the Change Management Practice at Drake Beam Morin, one of the country’s largest transition firms.

Both authors are sought-after keynote presenters on the topics of workplace satisfaction, retention and engagement.

For more information about Beverly Kaye, Sharon Jordan-Evans, and Love ‘Em or Lose ‘Em: Getting Good People to Stay:

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