



Engaging and Retaining IT Talent

The competition for technology talent has never been steeper. Managers need new strategies and skills to attract, inspire, and keep their most valuable employees.

Remote and hybrid work is giving IT organizations access to a broader pool of employees, but it also means top technology talent has more options than ever when it comes to where they choose to work. To deliver on today's increasingly demanding IT agenda, managers must build a culture that engages and retains talent, especially when fear, frustration, burnout, and isolation are at all-time highs.

When employees are engaged:

- Discretionary effort fosters innovation.
- People develop, grow, and meet and exceed goals.
- Burnout decreases and job fulfillment increases.
- Productivity goes up and the bottom line improves.
- Performance gains drive market share.

Based on concepts from the WSJ bestseller *Love 'Em or Lose 'Em: Getting Good People to Stay*, by Beverly Kaye and Sharon Jordan-Evans, this program combines self-assessment tools, action learning, and skill-building to equip IT managers with key strategies to engage employees and build sustainable loyalty and commitment. They'll gain the knowledge and communication tools to inspire, motivate, and excite their employees and drive impassioned performance.

Program Outcomes

After participating in this program, managers will be able to:

- ◆ Explain the cause and costs of disengagement and accept their role in the solution.
- ◆ Apply a proven process, along with the words, strategies, and actions, to engage employees and build sustainable loyalty and commitment.
- ◆ Apply new skills and develop engagement ACTION plans.
- ◆ Demonstrate the competence and confidence to hold Stay Conversations and build a focused, loyal, and enthusiastic workforce.

Who Should Attend

This workshop is designed for IT managers at all levels.

Delivery Options

Virtual Instructor-Led *Two 3-hour modules*

PART 1: 30-45-minute self-paced experienced to get participants started with a baseline of knowledge and introspection prior to the instructor-led experience. Link to the self-directed program is provided two weeks prior to the workshop.

PART 2: Two hands-on, interactive, virtual instructor-led sessions focused on developing the skills of Talent Focused Leaders™.

PART 3: The Engagement Planner, a foundation of next steps

Classroom Instructor-Led *One-day workshop*

Detailed agenda on page 2.

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COMPREHENSIVE WORKSHOP AGENDA

Part 1: Self-Paced Learning

Two weeks before the session, participants will receive a link to the self-directed portion of the program with instructions and mandate to complete. This is the first part of the experience and includes:

- Four Truths of Engagement
- The link between Engagement, Inclusion, and Belonging
- The business case for Engagement
- Why Do You Stay? Why People Stay?
- Materials downloads and respective actions (Workbook, Talent Focused Leader™ Insight Tool, etc.)

Part 2: Instructor-Led Sessions

In these hands-on, interactive sessions, IT leaders will learn how to apply engagement strategies and identify actions to maximize the contributions of their people.

Leveraging insights from the assessments, they will be able to create team and individualized engagement plans. Finally, they will learn, practice, and prepare for impactful Stay Conversations.

Upon completion of the experience, learners will:

- Understand why engagement matters to them, the team, and the organization.
- Know how to strengthen their role as a Talent Focused Leader™.
- Recognize the 26 engagement strategies – practices and tips - and learn how to apply.
- Practice asking questions and conducting critical Stay Conversations.
- Commit to actions that will lead to people being engaged and feeling they belong.

Part 3: The Engagement Planner

Periodically during the class, participants will take time to determine: priority questions to ask people, actions to take, and obstacles or barriers to making a commitment to action.

An **Accountability Partner** will be determined at the end of the class, and contact information will be shared. Participants will be encouraged to set a follow-up meeting with their partner not more than 30 days after the class.

IT managers will take their completed **Engagement Planner** and resources and work with their Accountability Partner to bring it to action.

With a clear understanding that “Engagement is an ongoing journey,” participants will gain access to the **Going Deeper website**, which includes:

- The Talent Focused Leader™ tool
- Stay Conversation template and other materials
- Additional tools and resources designed to drive efforts to continue the journey applying the strategies, practices, and behaviors of a Talent Focused Leader™

*Based on
the WSJ
bestseller*

