

CYNTHIA'S BOOK REVIEW FOR BUSINESS PROFESSIONALS

It's a fact. Employees can generally resign from your organization at any time, especially during the first quarter of the year. Employees resign for a variety of reasons: 1) It's a new year. 2) Employees have satisfied the requirements to have their bonuses paid, their stock options vested. 3) They've decided they need a change of company, location, industry, job, etc. We also know that not all turnover is bad yet when your best talent sends you their resignation, let's face it. It does cause some pain.

But there are solutions to this problem. Beverly Kaye and Sharon Jordan-Evans have written a book called **Love 'Em or Lose 'Em, ... Getting Good People to Stay**. This book offers practical tips in alphabetical order for retaining your best talent. Some tips are simple: **A**sk questions to find out what is important to your great contributors. Ensure you **H**ire people who provide the best fit to the job and organization in the first place. Other tips require a bit more energy on your part. For example, **U**nderstand by learning to listen on a deeper level, and the book provides exercises which help you develop or strengthen empathic listening skills.

This publication is a useful reference when thinking of ways to retain your top talent. It also offers statistics and research findings that support taking deliberate steps to keep your best.

As leaders of other employees and as HR professionals, we know how much time we spend on the poor performers. Let's make sure we make the effort to recognize and retain our best employees!

3C CYNTHIA COBB
CONSULTING, LLC

760 Ravinia Drive
Gurnee, IL
60031-4094
Phone: 847-548-4548

Email: CCobbConsulting@aol.com

" BRINGING RESOURCES TOGETHER TO
ACCOMPLISH BUSINESS GOALS . "