Growing Engagement:  
How to Keep Your Top Talent

**TRUST** – Set the foundation with open and honest communication. Do what you say. Be transparent. Communicate Openly. Accept feedback. Don’t make your engagement efforts another “flavor of the month.” Don’t ask questions you don’t really want the answer to.

**HELP Employees Grow** - Be proactive. Ask the employee where they want to go in their career. Invest in training. Hire more slowly, fire more quickly. Would you rather invest in your employees and have them potentially leave, or NOT invest in them – and have them stay?

**APPLAUD Efforts.** Catch your team doing things right. 6:1 positivity ratio. Say ‘thank you’ early and often. Use surveys to uncover preferences. Be consistent. Be sincere. Recognize employees in the way they want to be acknowledged. Give positive feedback immediately – don’t wait!

**NAVIGATE Work/Life Integration.** Be a role model for self-care. Bring on the fun! Fair doesn’t always mean equal, look at individual situations. Reduce stress levels with 4-7-8 breathing and Super Hero pose. Gratitude practices – journal, WINs, “5 Thank You’s a Day”

**KNOW your staff.** Show interest. Pay attention. Treat staff in the way THEY like to be treated. “Two Truths and a Lie” as an icebreaker. Personality assessments help employees understand each other better.

**SERVE.** - Pitch in. Create opportunities to volunteer. Focus on the greater mission. How does your organization make a difference? Share your mission and values with the team.

*When you tell someone you appreciate them, you create a memory.*  
*When you write it down, you create a treasure.* Lisa Ryan

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