



What Are You Doing to Retain Your Top Talent?

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Dear Michelle,

As the job market shows signs of recovery, it is time to take action to retain your top talent. During the recession, many organizations experienced low turnover. However, even though turnover was low, it was not because people were happy - in fact, employee engagement dropped to a record low with only about half of American workers satisfied with their jobs (Conference Board, 2010). Not only are people not happy, they are not staying - in fact, only 23% of employees intend to stay with their current company (Corporate Leadership Council, 2010). As the economy improves, your top talent is at significant risk.

Why Talent Leave

Smart leaders recognize that talent always has options and take steps to get in front of this potential talent crisis. First, you need to identify your top talent. Second, you need a clear understanding of why people leave their jobs and take steps to prevent unwanted turnover. According to indepth research conducted by Saratoga Institute on this topic, the top 7 reasons why people leave include:

- Too little coaching & feedback
- Few opportunities for growth & development
- Feeling unrecognized and undervalued
- Stress from overwork and work/life imbalance
- Loss of trust & confidence in senior leadership
- Poor person-job fit
- Job not meeting expectations



Why is your top talent thinking about leaving you? And what are you going to do about it?

The recent corporate cost cutting measures precipitated by the economic downturn have only served to exacerbate these turnover factors. Now is the time to act before you lose the people you can least afford to lose. Crosby Consulting can help you identify your top talent and build appropriate action plans to engage and retain the players you need for you future success.

Great people make the difference. Keep your competitive advantage by keeping your top talent engaged and committed.

Best regards,

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Because People Make the Difference