

Coaching Skills: Employee Turnover Costs Money

Dr. Dorothy Marcic

Yes, and not only the \$100,000 per lost managerial employee, but also company assets, since in the information economy employees' knowledge are part of the assets. Success has been linked by Ernst & Young to an organization's ability to attract and retain the best people. Numerous studies have shown dramatic decrease in turnover when trust and respect are evident—when employees are empowered.

Team leaders who learn coaching skills help create an atmosphere of trust and respect that enables employees to achieve results. Dr. Marcic's stimulating presentation will help participants to better understand how to

- ◆ Know the difference between being a coach and a typical boss
- ◆ Give helpful and constructive feedback
- ◆ Help employees set and achieve goals
- ◆ Encourage creativity and productivity
- ◆ Create the kind of environment where employees want to work hard
- ◆ Learn to deal with difficult employees and turn those relationships into something more positive
- ◆ Focus on behaviors that can increase employee retention

