



## New Instructor-Led Virtual Training Series from the Division of Human Resources

### Retention Strategy Series

The Division of Human Resources is thrilled to introduce a new training series that will equip you with the essential tools and techniques to foster engagement, satisfaction and growth within your team. Each module of the three-part Retention Strategy Series is meticulously crafted to provide actionable insights, practical strategies, and engaging conversations to drive real results in your team.

**Series Overview:** The Retention Strategy Series explores three key pillars of effective retention strategies: *Feedback Conversations*, *Stay Conversations*, and *Career Conversations*. This three-part series is offered virtually via Zoom. While the three modules build upon each other, each course can be enjoyed as a stand-alone learning opportunity.

#### Series Course Modules:

##### Part 1 | Feedback Conversations

Gain the knowledge and skills to navigate feedback conversations effectively, to build a culture of continuous learning, growth, and excellence.

##### Key Learning Objectives:

- **Define Feedback:** Participants will gain a clear understanding of what feedback is and its significance in professional growth and organizational success.
- **Employee Engagement:** Explore the integral link between feedback and engagement, recognizing how constructive feedback drives motivation, productivity, and job satisfaction.
- **Types of Feedback:** Delve into the three primary types of feedback – Appreciation, Coaching, and Evaluation – understand their unique purposes and approaches.
- **Challenging Conversations:** Identify when to transition from regular feedback to more challenging conversations, such as addressing performance issues or behavior concerns.
- **Communication Strategies:** Explore communication techniques and frameworks for conducting feedback conversations with empathy, clarity, and respect.

##### Part 2 | Stay Conversations

Discover the art of conducting stay conversations to proactively address employee concerns, enhance job satisfaction, and retain top talent.

##### Key Learning Objectives:

- **Why People Leave:** Explore the various factors that contribute to employee turnover, including job dissatisfaction, lack of growth opportunities, poor work-life balance, and culture issues.
- **Two-Factor Motivation Theory:** Delve into Herzberg's Two-Factor Motivation Theory, which identifies key determinants of employee satisfaction and retention, and learn how to put theory into practice.
- **Understanding Stay Conversations:** Learn the importance of stay conversations in proactively addressing employee concerns, identifying motivators, and strengthening the relationship.
- **How to Have Stay Conversations:** Gain practical skills and strategies for conducting stay conversations, including setting the right tone, asking questions, active listening, and providing meaningful feedback.
- **Why People Stay:** Explore the factors that contribute to employee retention, such as job satisfaction, opportunities for growth and development, recognition, work-life balance, and culture.

##### Part 3 | Career Conversations

Delve into facilitating meaningful career conversations that empower employees to pursue aspirations, achieve work-life balance, and thrive in a motivating culture.

##### Key Learning Objectives:

- **Understanding Career Conversations:** Gain a broad understanding of career conversations, recognizing them as strategic opportunities for aligning individual goals with organizational objectives.
- **Employee Growth:** Explore strategies for facilitating discussions on career growth and development, including setting short- and long-term goals, identifying skill gaps, and creating actionable plans for advancement.
- **Work-Life Balance:** Discuss the importance of work-life balance in overall well-being and productivity, and explore ways to address work-life balance concerns within the context of career conversations.
- **Motivating Culture:** Examine the role of culture in motivation and engagement, and learn how to incorporate culture fit, values alignment, and recognition into career conversations.
- **Communication and Active Listening:** Develop effective communication and active listening skills to foster open, constructive dialogue during career conversations.

For questions about the Retention Strategy Series, please contact [Barbara.Mowry@ttuhsc.edu](mailto:Barbara.Mowry@ttuhsc.edu).  
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