

**Creating a Realistic Retention Roadmap  
for Sustainable Success**

**Megan Odell**  
Workforce Retention Strategist  
WeReduceTurnover.com



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**We judge people everyday.**

**Beware of your "Goldilocks" mentality!**



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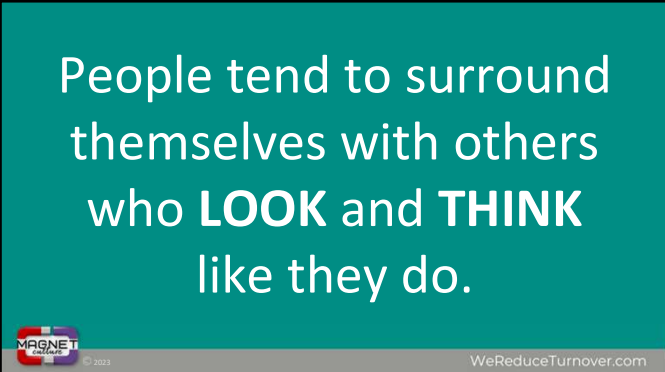


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**People tend to surround  
themselves with others  
who **LOOK** and **THINK**  
like they do.**



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Professionalism  
& Work Ethic...  
*Are Subjective.*



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Some  
people...



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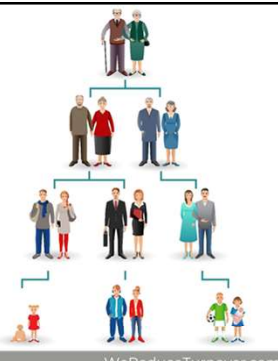
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Evolving  
Expectations  
by Generation



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**Traditionalists (Silent)**  
**Pre-1945**



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**Baby Boomers**  
**1946-1964**



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**Generation X**  
**1965-1980**



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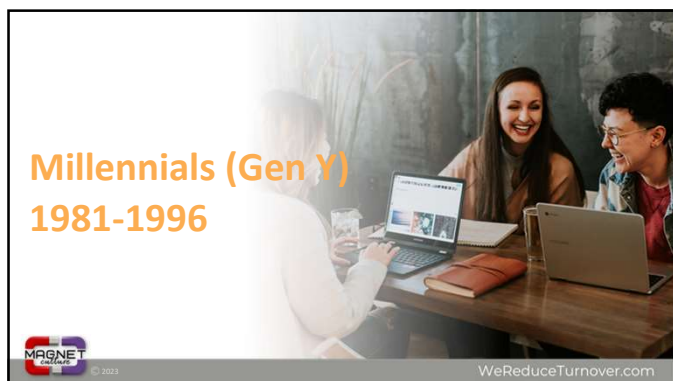
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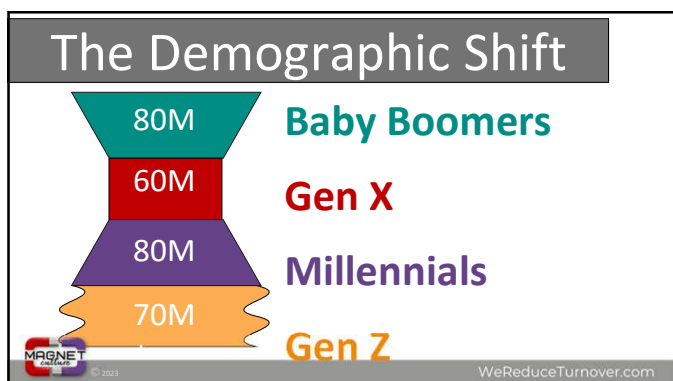
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**It's not about birth year.**

**It's about mindset!**



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**HOW  
MILLENNIAL  
ARE YOU?**



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Have you ever  
waited in line  
to buy  
cupcakes?



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Have you ever taken a selfie?



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Have you EVER referenced Wikipedia as a legitimate source for information?



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If you read a good article, do you share it online?



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Do you rely on your smart phone because you do NOT know any of your best friends' phone numbers by heart?



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#YOLO

Do you know what YOLO means?

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Could you recite the "Fresh Prince of Bel-Air" theme song right now?



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Have you gotten rid of your landline at home?



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Do you only read digital news (no paper versions) anymore?



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Do you feel lost without your smartphone?



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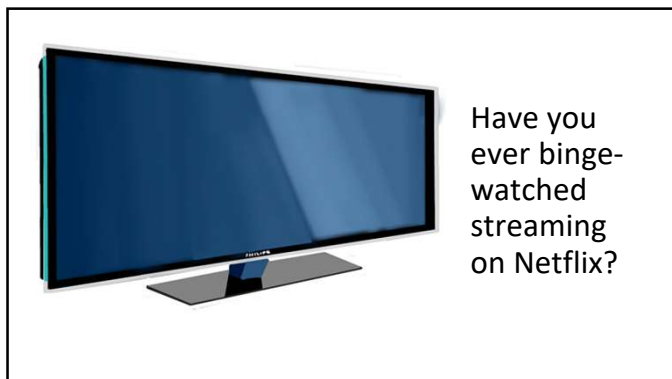
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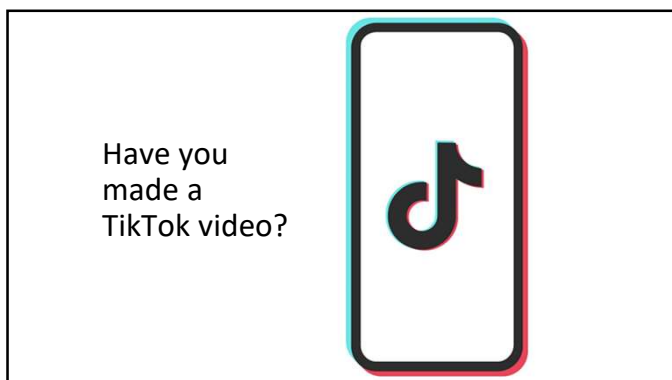
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Have you ordered and had food delivered through an app?



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Do you know what "Fo' Shizzle" means?



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There is no right or wrong place to be on this spectrum.

**Activity Debrief**

We NEED diversity of ALL types, including mindset, to be successful moving forward.





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## A New Life Stage: Emerging Adult



- Applies to all groups age 18-26
- People are not married with a mortgage by 27 now
- They value **Freedom, Choice & Change** to determine who they'll be!

 © 2023 Source: Haydn Shaw, TedX Talk - Aug 2016  
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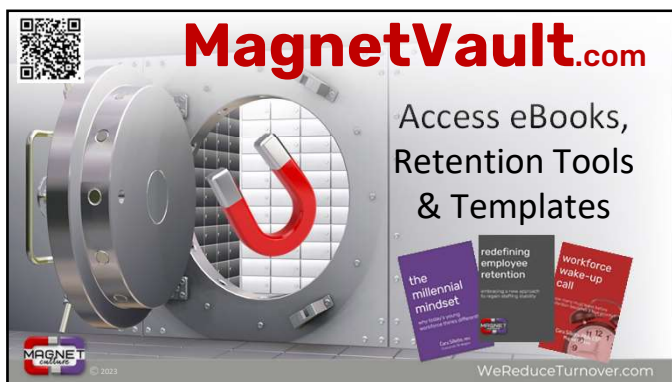
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## MagnetVault.com

Access eBooks, Retention Tools & Templates

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## The Real Issues on the

# T A B L E



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**Hierarchical:**  
Respect the chain of command.

**Egalitarian:**  
Everyone brings value in their own way.

**Traditional Mindset** **Millennial Mindset**

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**Work/Life Balance**

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**Separate Personal & Professional.**

**Set & Follow Your 24/7 Priorities.**

**Traditional Mindset** **Millennial Mindset**

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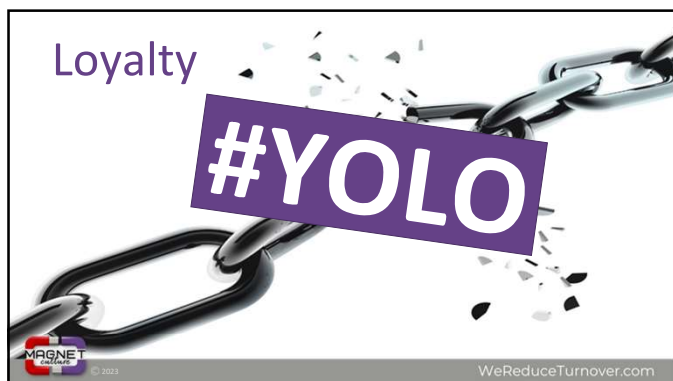
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Have patience.  
Pay your dues.  
Wait your turn.

Instant access  
available and  
expected.

Traditional Mindset                      Millennial Mindset

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Things have evolved...

Technology    Authority    Balance    Loyalty    Entitlement

...and WE can  
bridge the gaps!

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A.C.E. of Gen Z

Access  
Confidence  
Exposure

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*“A 25-year-old’s expectations today will be mirrored in her parents’ demands soon.”*

- Micah Solomon, Forbes



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Managers are changing...  
for the greater good.

ALL employees want a voice,  
flexibility &  
quality of life,

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**B R E A K**



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Access Retention Tools & Templates

the millennial mindset  
redefining employee retention  
workforce wake-up call

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Who's the Real Flight Risk?

What keeps people?

*DEAR BOSS, I QUIT!*

**EVERY** new hire is a flight risk!

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Two Types of Employees

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## Is This Your World?

What % of your current staff is on each side?




How about in 5-10 years?

Are we prepared?

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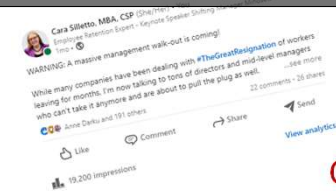
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## State of the Workforce!



Beyond **CAPACITY**  
More **CHOICES**  
**COMPARISON** Data  
**CONFIDENCE** to Change

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We're competing against employers whose staff aren't *tethered?*



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*Mini Retention Audit*

Grab your minibook and a pen,  
and let's get started!

redefining  
employee  
retention

embracing a new approach  
to regain staffing stability

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How would *Staff* score the following 1 (Disagree) to 5 (Agree) right now?

1. Our staff feel their managers are **effectively communicating**.
2. Our staff feel our **onboarding** is effective.
3. Our staff **trust** one another.
4. Our staff feel their **workloads** are manageable.
5. Our staff feel our **managers listen** to their team members.
6. Our staff feel they are given **flexibility** with their schedules.

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How would *Staff* score the following 1 (Disagree) to 5 (Agree) right now?

7. Our staff feel their **compensation** is appropriate for their current role and responsibilities.
8. Our staff feel **advancement** opportunities within the organization are accessible within a reasonable time frame.
9. Our staff feel their **managers are adequately trained** for current leadership roles.
10. Our staff feel our **technology** (hardware & software) is sufficient.

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# Your Results!

What was your total score?  
What were your lowest 2 areas?  
Keep this handy! We'll prioritize later.



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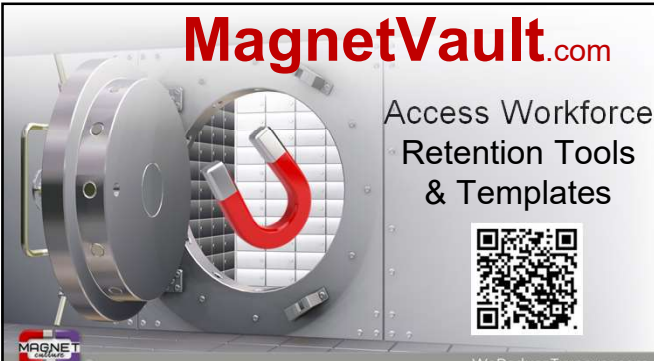
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Access Workforce Retention Tools & Templates



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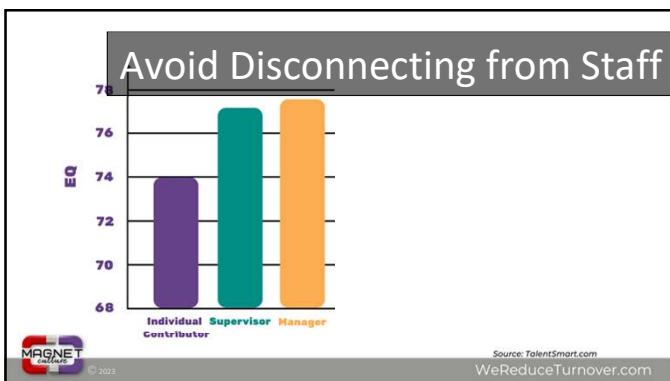
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**Begin Your Listening Tour**



**Anticipate Intimidation & Earn Trust**



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**STOP ALLOWING STAFF TO EAT THEIR YOUNG!**



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How could we successfully operationalize *Future* turnover?



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Create Onboarding Checklists for Dept & Roles



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# PROCEDURE



1. Forget Memorization
2. Label EVERYTHING!
3. Fool-Proof Checklists



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# PROCEDURE



1. Could you make an FAQ sheet?
2. What should you label?
3. What checklists could you create?



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What do **YOU** do to **KEEP** your people?



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Thinking Differently

Same Staffing Requirements & Resources  
Use Different Approaches



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Future Trends

Increased ROI for  
Automation &  
Immigration



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How do we *Prioritize* our retention initiatives effectively?

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### Create a Roadmap for Retention with Focus Areas

Q1			Q2			Q3			Q4		
Executive Listening Tour			Leader Development			30/60/90 Revamp			30/60/90 Revamp		
Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct	Nov	Dec
Region 1	Region 2	Region 3	Select Vendor	Schedule	Begin Training	Assess Current	Create Plan	Pilot	Review Pilot	Launch Wider	Tweak

*Set Quarterly Retention (not just HR) Priorities!*

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What *Adjustments* will you make?

What is your plan moving forward?

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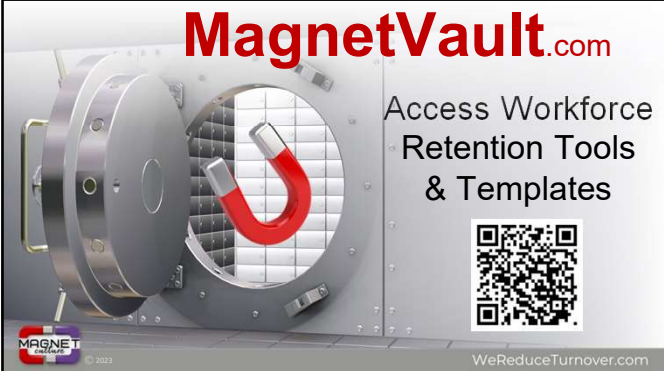
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“Leave the site *better* than you found it”



**CAMPING**



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**Stay Connected – Stay Informed**

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YouTube in



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