



FIVE KEY REASONS TO ATTEND EMPLOYEE RETENTION INTENSIVE

In our ongoing efforts to enhance employee satisfaction and reduce turnover, it is crucial that we stay ahead of the latest trends and strategies. I would like to propose that at least one representative of our team attends the Employee Retention Intensive event organized by C-Suite Analytics. This event promises to equip us with cutting-edge tools and insights that can significantly improve our retention and engagement strategies.

HERE ARE THE FIVE KEY REASONS WHY ATTENDING THIS EVENT WOULD BE HIGHLY BENEFICIAL FOR OUR ORGANIZATION:

- 1. EXPERT-LED TRAINING:** The Employee Retention Intensive event is led based on the work and books of Dick Finnegan, a globally recognized authority on employee retention and turnover. His expertise and research-based methodologies provide a unique opportunity to learn from the best in the field. The insights gained from such a distinguished expert will allow us to implement proven strategies tailored to our organizational needs.
- 2. COMPREHENSIVE CURRICULUM:** The event covers a wide range of topics crucial for employee retention, including understanding turnover metrics, developing retention strategies, and creating a culture of engagement. This comprehensive approach ensures that we can address retention from multiple angles, leading to more robust and effective solutions.
- 3. PRACTICAL TOOLS AND TECHNIQUES:** We will receive practical tools and techniques that can be immediately applied within our organization. This includes templates, frameworks, and best practices that have been tested and proven in various industries. By integrating these tools into our practices, we can streamline our efforts and achieve better results in retaining top talent.
- 4. COST-EFFECTIVE SOLUTION:** Investing in employee retention has a direct impact on reducing turnover costs, which include recruitment, on-boarding, and training expenses. The knowledge and skills gained from this event will enable us to retain employees more effectively, ultimately saving the company money and improving our bottom line.
- 5. PROVEN ROI WHEN IMPLEMENTED EFFECTIVELY:** The methods, tools, and application when implemented in organizations is proven to reduce turnover by 20% and more. According to the Society for Human Resource (SHRM), the national average cost of losing one employee can be estimated to be between 50% to 60% of the employee's annual salary, and it can go up to 90% to 200% for highly specialized or executive positions. Using Dick Finnegan's process, that will be taught during this training, companies like Sysco, Mt Sinai Hospital System, United Facilities, Wayne Sanderson Farms, Clayton Homes, and more have all cut turnover by 25% and more – some cut turnover by 58%. Saving these companies anywhere from \$100k to \$18m.

BONUS: BOOSTING EMPLOYEE ENGAGEMENT AND PRODUCTIVITY: Implementing the strategies learned at the event can lead to higher employee engagement and productivity. When employees feel valued and engaged, they are more likely to stay with the company and contribute to its success. This positive work environment will enhance our reputation as an employer of choice, attracting even more top talent.

The costs associated with attending the 2 1/2-day Employee Retention Intensive are:

Registration + Room: \$ _____ (per person) x _____ (number of people) = _____

+ Airfare \$ _____ (estimated) + Miscellaneous (meals/transportation) \$ _____ (estimated) TOTAL = \$ _____

I believe attending the Employee Retention Intensive event is a strategic investment in our HR capabilities. The knowledge, tools, and ROI opportunities provided by this event will empower us to create a more stable and engaged workforce, save money by cutting turnover, and drive long-term success for our organization.

I strongly recommend that we take advantage of this opportunity and register for the event. Thank you for considering this proposal.

Name Title Date