

# *Colene* ROGERS

THE TALENT KEEPER

Speaker Kit





"I am proud to give Colene my highest recommendation. Whether speaking from the stage to the large crowd or in a more intimate one-on-one conversation, Colene was highly professional and refreshingly thoughtful in her delivery. She is deliberate. As a keynote speaker at our international conference, Colene was highly engaging, funny, and interesting as she taught information that is timely, practical and highly relevant."

**DAN HOLLAND**

*North America Director of Operations, Softwash Systems*



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## MEET COLENE

Colene Rogers, aka The Talent Keeper (SHRM- SCP, PHR), is a 20+year HR professional and the President and CEO of Retention Architects, a boutique consulting firm that provides solutions for organizations to help them attract and retain their most appreciable asset: their people.

Whether she is giving a keynote, conducting a workshop, developing a group of leaders, or coaching individuals, it is all done to aid and inspire organizations of people to be their very best. Every day she is helping real companies and individuals address issues that stand between them and their highest aspirations. This daily activity keeps her content fresh and current as she teaches proven principles of leadership and organizational success.

Many of Colene's expert insights and teaching topics can be found in her book *Retention: Key Mindsets That Retain Top Talent*. Working as an HR Professional and talent management expert in state government, private and non-profit organizations, these insights were formed after many years of watching and studying the billion-dollar problem we call turnover. In *Retention*, Colene identifies four mindsets that reflect the level of commitment employees have for their employer and the actions companies can take to move their employees to think of their organization as a Career Company, the highest mindset. This mindset is where the greatest levels of retention are achieved.

On stage, Colene is entertaining, inspirational and informative; using the power of story to engage and bring her points to life. She honed her stage skills by spending many years as a theater actress, director and also as a Walt Disney entertainer. In addition to her HR certifications, Colene is a John Maxwell certified speaker, trainer, and coach; a certified Crucial Conversations trainer, and a professional speaker of the National Speaker Association, a DISC certified consultant, and a partner with 5 Behaviors of a Cohesive Team ( Patrick Lencioni & Wiley).

Colene has degrees in Organizational Communication and Public Speaking from the University of Central Florida.

## WHAT DO ALL THOSE LETTERS MEAN?



**SHRM- SCP** is a senior level HR certification that few HR professionals obtain. HR professionals with years of experience and who develop strategies, lead the HR function, foster influence in the community, analyze performance metrics, and align HR strategies to organizational goals may qualify to sit for the exam.

**PHR** - The HR professional must have worked in the Human Resources for 4 years before becoming eligible for the exam. To maintain the PHR credential the HR professional must earn 60 recertification credits over a three-year time span or retake the exam.



**VitalSmarts Certified Crucial Conversation Trainer** – As a Vital Smarts Certified Crucial Conversation Trainer Colene teaches tools to resolve conflict between individuals in their personal and private lives; how to recognize fact from fiction in their story; restore relationships for unity, productivity and better company culture.

**John Maxwell Certified Speaker, Trainer and Coach** – As part of the John Maxwell team, Colene has had the opportunity to be trained bi – annually by John C. Maxwell. She has extensive training in Executive Coaching that has allowed her to add value to organizations and leaders by enhancing their interpersonal skills that leads to greater profit and productivity.



**John Maxwell Certified DISC Consultant** – As a John Maxwell certified DISC consultant Colene helps organizations develop a culture that is engaging and supportive. Training employees in the DISC model of human behavior is a vital step in the process that makes this a reality. Learning that everyone is not like me is a big step towards a fully functioning team.

**The Five Behaviors**– Starting with The Five Behaviors team assessment, team members will gain insights about themselves, others, and their approach to teamwork. These insights are then brought to life through a powerful 1 or 3 day in-person (or virtual) experience.



**Professional Member of the National Speaker Association** – The Professional Member of NSA is a designation given to established speakers. To be eligible for professional membership a speaker must provide documentation of an annual income for speaking over a predetermined period of time and speak to live audiences that have a set amount of attendees.

**BA – Organizational Communication** – A degree in Organizational (Business) Communication from UCF focuses on Training and Presentation Skills, Leadership, Conflict Resolution, Managerial Communication, Interpersonal Communication and Intercultural Communication. It equips the professional in how to help organizations carry out changes, such as workforce reductions or alterations and implementation of company policies.



**BA – Public Speaking** – Effective communicators use both the written and spoken word to their advantage. A Public Speaking degree provides the professional with a solid foundation on speaking with clarity and confidence, persuasive technique, critical reasoning, how to write structured and articulate public addresses.

**Award winning leader** – Colene served as the chapter President for an for a 250 member SHRM chapter. (Big Bend SHRM) For her leadership of the chapter, board and for new initiatives that further the HR profession, she was voted by HR Florida Council as the 2016 President of the Year. This award was based out of 28 Florida chapters.





**Many of the expert insights Colene shares with her audiences can be found in her book *Retention: Key Mindsets That Retain Top Talent*.**

Working as an HR Professional and talent management expert in state government and then private and non-profit organizations, these insights were formed after many years of watching and studying this billion-dollar problem we call turnover.

This book is great for business owners, CEOs, HR Professionals and leaders at every level. It is full of stories and simple solutions to turn your organization into one where employees want to stay!





## WHY BOOK COLENE?

Every person would like to hear "You're doing a great job." Colene's keynotes are always relevant to any audience because they speak to this desire.

Leadership principles, essential to any great endeavor, require constant renewal and reminder.

Conflict that can divide and prevent people from accomplishing great things needs to be addressed. And here is the thing, employees who are part of something great will not want to leave.

Your members and attendees will applaud you for choosing Colene to deliver a message that speaks to their desire to accomplish big things.

## WHEN YOU THINK ABOUT YOUR BUSINESS, ARE YOU...

...worried that the employees who do your most important work are going to leave?

...concerned that far too many of your employees don't think your business is a great place to work?

...afraid to see what turnover is really costing you?

...resigned to thinking there is nothing more you can do about the quality of your workplace culture?

**If you or your audience answered 'yes' to any of these questions, Colene can help!** Colene has made it her business to help organizations achieve their highest aspirations and be the company employees never want to leave.





## HOW TO WORK WITH COLENE

### STEP #1:

Colene meets with you for a preliminary discussion to make sure she's a good fit for your event. Here, you cover the administrative specifics (agreement, deposits, etc.)

### STEP #2:

Colene studies your company's website(s) and related materials. She also meets with leadership and any volunteer participants.

### STEP #3:

Colene crafts her presentation to align with key messages and conference themes.

### STEP #4:

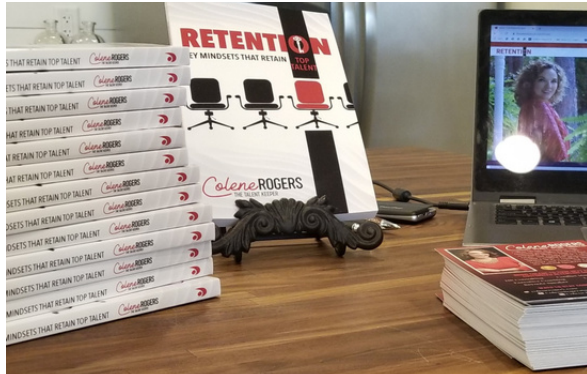
Colene delivers a keynote that is engaging, energetic and authentic; filled with stories that make the learning stick.

### STEP #5:

To reinforce the learning after the event, Colene offers attendees a discount on her virtual mastermind leadership development course. Each participant receives a copy of *Retention: Key Mindsets That Retain Top Talent*, which serves as the curriculum for meaningful assignments and group learning in the virtual room.

**Book Colene as your next keynote speaker and your organization members and attendees will commend you for a great pick!**

## COLENE'S KEYNOTE PRESENTATIONS



### Retention: Key Mindsets That Retain Top Talent

(HRCI BUSINESS CREDIT)

Colene Roger's newest keynote presentation is based on her book, *Retention: Key Mindsets That Retain Top Talent*. With 20 years of HR experience, she understands that organizations are looking for solutions to find and keep their employees. In this session, Colene takes attendees on a journey through the life cycle that every employee goes through upon entering an organization and the factors that determine their ultimate decision to stay or leave.



### Leadership Is More Than A Title: It's Influence

(HRCI BUSINESS CREDIT)

In this presentation, Colene will meet leaders at any stage in their leadership development journey. With a blend of leadership principles, storytelling and inspiring video, Colene shares the traits of great leaders. Participants will acquire the skills that elite leaders exhibit and walk away on a path to greater leadership development, motivated to put their new leadership tools to work.

## COLENE'S KEYNOTE PRESENTATIONS

(CONTINUED)



### Change the Conversation, Change the Culture: Increase Company Profits & Retention by Mastering Tough Talks

(HRCI BUSINESS CREDIT)

This eye-opening critical communication program is a must see as workplace communication becomes more of a challenge. As a certified conflict resolution expert, Colene gives practical tips to help attendees have conversations that address differences of opinion to resolve issues; she calls them Tough Talks.



### Laying the Foundation for High Performing Teams

(HRCI BUSINESS CREDIT)

Expecting your leaders to deliver high-performance results within a culture characterized by a lack of trust is expecting too much. Colene tells the real-life success story of a company that turned it around. She outlines the infrastructure that they put in place to make high performance possible, and the practices that enable cohesive teamwork.



## COLENE'S WORKSHOPS



### Tough Talks: Business Strategies for Increased Retention & Profits

2 HRCI BUSINESS CREDITS

As an HR Professional, Colene had a mix of successes and failures in resolving conflict with others in her own life. When she became a certified conflict resolution expert, not only did her personal success rate get better but she was able to teach others to be successful, also. In this workshop, attendees will walk away with tools to have conversations that resolve their differences with others, with relationships strengthened and preserved.



### Retention: Key Mindsets That Retain Top Talent Workshop

2 HRCI BUSINESS CREDITS

Author and HR professional, Colene Rogers, SHRM-SCP, shares 20 years of HR insight in this workshop by the same name as her book, *Retention: Key Mindsets That Retain Top Talent*. As a former in-house recruiter, she takes attendees on a journey of learning why employees stay or go and what to do to make them want to stay.

# ATTRACT, DEVELOP & RETAIN EMPLOYEES

I would love to talk to you about your next event!



*Colene* **ROGERS**  
THE TALENT KEEPER

 **RETENTION**  
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