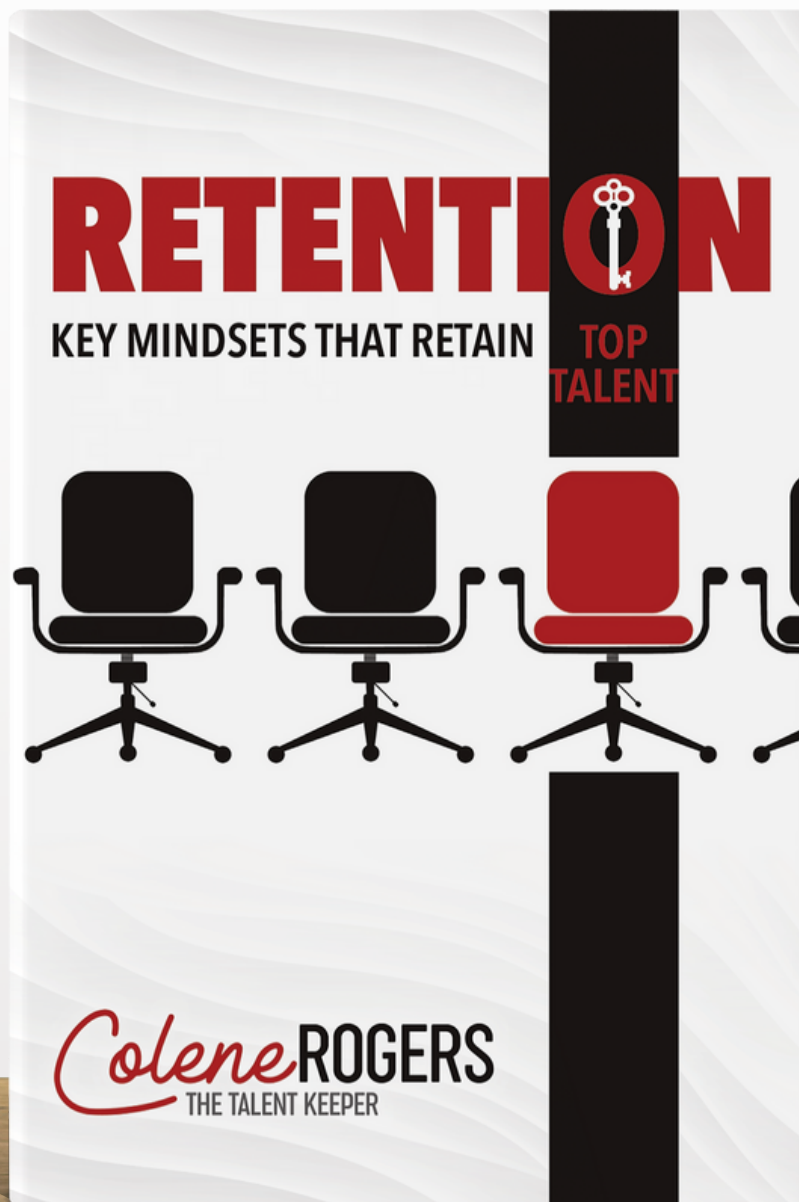


RETENTION

KEY MINDSETS THAT RETAIN TOP TALENT

Media Kit for Event Organizers



“This is a must read for any manager or leader! Tales from the field, across multiple time periods and industries, make the insights in this book relatable and memorable. Everyone should aspire for their employees to take ownership of their jobs and Colene provides an easy to follow roadmap to turn your organization into the pinnacle “Career Company”.

HEATHER “HD” DEYRIEUX, MSM, SHRM-SCP, SPHR
President, HR Florida State Council, Inc.



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RETENTION: KEY MINDSETS THAT RETAIN TOP TALENT

To run a successful enterprise, be it a non-profit charity, an educational entity, or a business, you have to provide a great product or service that people want. And to do that, you have to have great employees who buy into your values, your mission, and your corporate culture.

Retention: Key Mindsets That Retain Top Talent will provide you with practical, proven, easy to implement practices and strategies to help you improve employee satisfaction which leads to higher productivity, lower turnover and a stronger bottom line!

DISCOVER:

- The four mindsets that employees have about where they work: Insignificant, Temporary, Exclusive and Career Company.
- Learn how to create a culture that moves your employees to think of your organization as a Career Company – the highest mindset where the highest levels of retention are achieved!
- Get ready to create an effective Retention Architecture that includes a top talent acquisition plan, a leadership plan ... and more.
- Grow an organization that employees love to work for... one that achieves, acquires and keeps Top Talent!



RETENTION: KEY MINDSETS THAT RETAIN TOP TALENT

(CONTINUED)

Many of the expert insights Colene shares with her clients can be found in this book. 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!

POSSIBLE INTERVIEW QUESTIONS:

- Why do people leave their jobs?
- Do people change jobs more today than in the past and if so, why?
- How much is turnover really costing organizations?
- What do you suggest organizations do to retain their talent?
- How do you get a company or a leader to change?
- How do you help create positive change in an organization's culture?
- What are the biggest contributors to high turnover?
- In your work, how do you develop great leaders?
- Why did you become a certified conflict resolution trainer?
- You suggest holding supervisors accountable for retention levels. Explain.



ABOUT COLENE

Colene Roger's path to helping people and organizations is rooted in her humble beginnings. She grew up on a farm in Central, Florida where hard work, determination and serving others was lived out each and every day by her parents in her small community.

As a Senior Certified HR Professional, author and talent management expert, Colene identifies turnover as not just an issue, but "the issue" facing all organizations. For how well you retain your employees influences every other facet of your business. Colene's fresh take on this most important topic has made her a highly sought-after keynote speaker and consultant. Her new book, *Retention: Key Mindsets that Retain Top Talent*, released in May 2020 and is a great leadership training tool.

Colene is a professional speaker of the National Speakers Association; a certified speaker, trainer, and coach with the John Maxwell Team; a certified trainer for Vital Smarts Crucial Conversations; a senior certified HR professional (SHRM-SCP), a certified professional in human resources (PHR), and a certified DISC Consultant and Partner, Five Behaviors of A Cohesive Team (Patrick Lencioni and Wiley).

Find out more at www.colenerogers.com

COLENE'S FULL BIOGRAPHY

Colene Rogers, aka The Talent Keeper (SHRM- SCP, PHR), is an 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.

Colene's path to helping people and organizations is rooted in her humble beginnings. She grew up on a farm in central Florida where hard work, determination and the dignity of others was lived out each and every day by her parents. Her dad's work with young kids as a volunteer baseball and football coach has inspired her own desire to pour into the lives of others.

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, theater director and a Walt Disney entertainer.

In addition to her HR certifications, she is the author of *Retention: Key Mindsets that Retain Top Talent*; a John Maxwell certified speaker, trainer, and coach; a certified Crucial Conversations trainer, professional speaker with the National Speaker Association, and a certified DISC Consultant and Partner, Five Behaviors of A Cohesive Team (Patrick Lencioni and Wiley)

In 2016 Colene served as the president of Big Bend Society of Human Resources. Out of 28 statewide Florida chapters, she was awarded 2016 President of the Year by the HR Florida State Council.

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

Find out more at www.colenerogers.com.



STAGE INTRODUCTION

Colene Rogers is a talent management expert who works with organizations to help them develop and retain their most appreciable asset, their people.

With over 2 decades of business experience working for Walt Disney World, Hyatt Hotels, and consulting in small and medium size businesses, Colene has much to say about why employees stay at their jobs.

After spending many years as a theater actress, she again found drama, this time working in the field of Human Resources.

Please join me in welcoming speaker, author, consultant and farm girl from Central Florida, **COLENE ROGERS!**



MEDIA INTRODUCTION

Are you frustrated with the cycle of finding, hiring, and training employees only to have to do it all again because these same employees left?

Is the quality of your customer service suffering because employees come and go?

Do you know what employee turnover is really costing you?

Colene Rogers, aka The Talent Keeper, is here to help you fix all that because she knows what it takes to make your employees want to stay. Many of her solutions can be found in her book *Retention: Key Mindsets That Retain Top Talent*, which is highly praised by business leaders and HR professionals as a must read to address your retention issues. Every day she is working with organizations in all kinds of industries to improve their retention and strengthen their bottom line.

After spending many years as a theater actress, she again found drama, this time working in the field of Human Resources. Please join me in welcoming speaker, author, consultant and farm girl from Central Florida, COLENE ROGERS!