

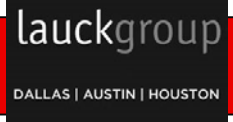
HOW CENTER STAGE IMPROVES EMPLOYEE RETENTION



Employees who feel that they are learning and growing in ways that benefit their employer, as well as themselves, feel a greater sense of loyalty and appreciation than those who feel stagnant.

Center Stage is a powerful employee retention tool, because a significant number of people who participate say it was life-changing. It has a positive impact on both personal and professional successes.

EXAMPLE



Commercial architecture firms are particularly sensitive to economic cycles. This puts great pressure on them during boom times, because companies need impressive talent to keep pace. Competition for hiring can be cutthroat. The lauckgroup has a Center Stage strategy for employee retention. The program addresses one of the greatest fears people face—public speaking. Once learned, this skill benefits employees in all aspects of life.

CENTER STAGE TIP

Make sure your younger employees know how to offer direct eye contact, a warm smile, and a direct handshake when they arrive at a client meeting. Too often, they avert eye contact, mumble, and have limp handshakes--none of which make the client feel confident in your team. Little things add up.