

## Three Ways to Keep Your Top Employees in the Post-Recession

The recession has left no business untouched. Companies have been forced to trim budgets, reassess products and services and in some cases make difficult reduction choices. Like you, your employees have also been impacted. A new kind of stress and decision-making has entered their world. The new “normal” will redefine choices for both your customer and employees. And while the economy slowly improves, it is important for business leaders to know what to focus on in the short-term as well as planning for your post-recession workplace.

This session will help you:

- Identify the most critical talent issues facing your business because of the recession
- Learn three critical elements you can provide to keep employees from choosing your competition
- Discover strategies that will ensure your success in the months of economic recovery

**Duration:**

Half-day course (Session length can be customized as needed. Content can be adjusted to fit desired duration.)

**Recommended Audience:**

Any supervisor or manager who has direct oversight responsibilities for employees

## Branding from the Inside Out

Today’s marketplace is becoming more and more competitive. In almost every segment of the work world, customer expectations are changing and organizations find themselves trying to compete in new and innovate ways. In today’s marketplace, success is defined every time we interact with a customer, both internal and external. Branding from the Inside Out explores the vital concepts in creating an internal brand – the message that becomes your “story” told to the external world.

During this interactive session, participants will learn more about:

- Understanding today’s customer and expectations
- Identifying your unique branding promise
- How to clearly articulate adding specific value to each customer interaction
- Learning strategies to ensure your customer promises are met

**Duration:**

Half-day course (Session length can be customized as needed. Content can be adjusted to fit desired duration.)

**Recommended Audience:**

Any employee who interacts/represents your organization to the external public.

**How to contact us:**

Email: [kaylabarrett@organizationimpact.com](mailto:kaylabarrett@organizationimpact.com)

Phone: 615.424.4766

Web: [www.organizationimpact.com](http://www.organizationimpact.com)