Seminar Title: Retention in the Toughest Labor Market in 4 Decades

Length: 60 Minutes

Outcome: Participants will learn tools and techniques to keep crucial talent.

Description: Participants gain an understanding of the current economic conditions, the cost of turnover and how retain your people and increase their contribution through implementation of a R.E.A.L. retention strategy.

* What is the current economic outlook for labor
* Why do people leave
* Why do the good ones leave, and the average remain
* Who is after your people and why
* Prerequisites to a retention strategy
* The four pillars of employee retention
* How to “Romance the best?

Participants will learn through lecture and discussions.

**The Instructor: Russell Lookadoo is the HR Guy for small businesses. His firm, HRchitecture, works with small businesses aligning the team with the owner’s dream. Russell brings nearly four decades of experience designing Human Resources solutions that achieve business strategies in varied organizations ranging from a small manufacturer to the nation’s second largest bank. Russell holds the Senior Professional in Human Resources and the Professional in Human Resources-Ca designations from the Society of Human Resources Management and earned the Certified Compensation Professional designation from World at Work. Russell attended the University of North Carolina on the prestigious Morehead-Cain Scholarship and graduated with a Bachelor’s in Industrial Relations.**