



National Presenter:  
Jack Smalley SPHR

# Business Seminar

## Avoiding the Six Dangerous Retention Mistakes Most Companies Make

Presented by David & Marianne Burlis, Owners of Express Employment Professionals  
A company dedicated to helping businesses succeed

### About the Event:

America's employment analysts are predicting up to a 40% turnover as the recession ends and employment picks up. Many of the younger Gen X'ers and most Millennials reached new lows in morale during their first recession. Couple this with the pending mass exodus of up to 60 million Boomers desire to retire and we have a potential employment tsunami.

Employers must make a decision to act now and implement proven and effective employee engagement programs to protect their employment of choice status or to react in a post turnover approach with massive quantities of short term fix retention band aids. Companies who struggle with the Six Dangerous Retention Mistakes promote a culture of "Employee Destruction" vs. Employee Retention.

- Focusing on Retention Programs vs. Retention Processes
- Supporting a Fear-Based Workplace
- Confusing Employee Engagement with Employee Destruction
- Not Supporting a Multi-Generational Friendly Workplace
- Not Holding Supervisors Accountable for Retention
- Not Narrowing the Front Door to Close the Back Door

We will thoroughly discuss each of the six most dangerous retention mistakes and guide you through the successful resolution of each to improve your company's brand as an outstanding employer of choice.

### About the Presenter:

Jack serves as Director of Learning & Development for Express Employment Professionals international headquarters. He provides human resource training and consulting for nearly 600 Express offices and their clients in the U.S. and Canada. Jack offers clients preventive measures that minimize the threat of allegations emanating from workplace problems and employee relations issues.

For the last thirty years, Jack has devoted his career to the field of human resources. His experience includes executive-level management in a number of different industries such as oil, chemical, and packaging with an emphasis in manufacturing, engineering, sales, logistics, and corporate management.

Jack is a member of the Society of Human Resource Management and holds the designation of Senior Professional in Human Resources (SPHR). Since 2009 Jack has been a featured speaker at more than 450 events totaling more than 40,000 attendees. Jack was a featured speaker at the 2010 and 2011 National SHRM conference and will be conducting a mega session at the 2012 National SHRM conference in Atlanta in June

### Event Details:

**Date:**  
May 9<sup>th</sup>, 2012

**Time:**  
8:00 a.m. - 12:00 p.m.  
(Registration and Continental Breakfast @ 7:30a.m)

**Where:**  
SSM-St Clare Health Center  
Education and Conference Center  
1015 Bowles Ave  
Fenton, MO 63026

**Cost:**  
No charge for friends of the Fenton Area Chamber and Express, \$200 value

**RSVP:**  
Call (314) 968-2700 or e-mail [david.burlis@expresspros.com](mailto:david.burlis@expresspros.com) by May 4<sup>th</sup>, 2012.

**Note:**  
3 HRCI Credits are available

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*This seminar is an interactive session with each participant sharing examples and best practices of successful retention practices.*

*The Chamber would like to thank David & Marianne Burlis, of Express Employment Professionals for making this program possible*