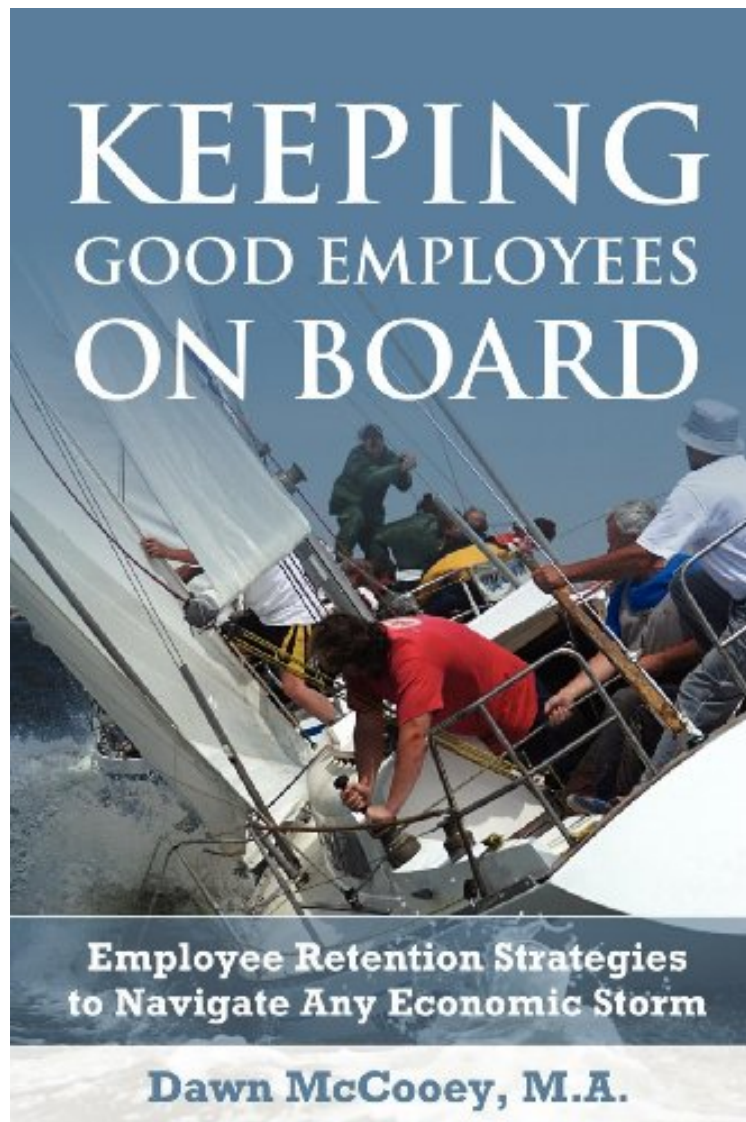


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Keeping Good Employees On Board: Employee Retention Strategies to Navigate Any Economic Storm

Dawn McCooey

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Employee Retention: A crucial business priority! Why do employees leave? More importantly, what makes them stay? These are the questions that business veteran and author Dawn McCooley has been asking for decades. This book is the culmination of that curiosity. There are examples and resources here for you to help increase employee engagement which, of course, increases productivity, reduces turnover, and ultimately increases your bottom line. Take the helm, keep your good employees on board, and have some fun on this journey. Bon Voyage!

"With the steady hand of a seasoned sailor, the practical mind of an experienced business owner, and the caring heart of an accomplished coach, Dawn McCooley has crafted a refreshing primer on the fundamentals of retaining and engaging employees, especially in these rough economic waters. Drawing from her own research, as well as that of others--and using nautical metaphors with which she is intimately familiar--McCooley offers sound advice and applied examples to illustrate what managers must do to gain the commitment of people for the long voyage. Keeping Good Employees On Board is a fresh sea breeze of a book, and you'll enjoy reading it." -JIM KOUZES, Co-author of the bestselling, The Leadership Challenge Executive Professor of Leadership, Leavey School of Business, Santa Clara University