

For Immediate Release
August 7, 2012

Help Them Grow or Watch Them Go

The success of every business is based on the people that work there. And one of the most costly impacts is the loss of key people.

Growing your business means growing your people. Research consistently underscores the link between employee engagement and critical business priorities like innovation, productivity, efficiency and results. Yet too many organizations fail to see the connection between talent and the bottom line.

In their new book **Help Them Grow or Watch Them Go**, leadership experts **Beverly Kaye and Julie Winkle Giulioni** lay out the breadcrumb trail from career development to extraordinary results.

“Even during challenging economic times, an organization’s best and brightest have options. Failing to help them grow can lead employees to quit and leave or quit and stay which can sometimes be even more devastating.”

Best-in-class managers ensure that they have the most capable, flexible, and engaged workforce possible to drive organizational results by making career development a priority. They don’t do this through formal meetings, onerous processes, or piles of paperwork. They do this through the human act of conversation.

Help Them Grow or Watch Them Go: Career Conversations Employees Want makes the central point that ‘talk is not cheap’ in fact, it’s probably the most powerful (yet simple) tool managers have to support employee growth.

Here’s a sampling of some of the best ways leaders at all levels can make a difference.

Just talk with people. In today’s workplace, everyone knows that employees own their careers. But there’s a lot you can do through conversation to help focus, energize, and activate that ownership toward satisfying results by merely talking with employees.

Keep learning about employees — and help them learn about themselves throughout their careers. Genuine interest is too frequently in short supply, yet it goes a long way toward building loyalty, retention, and results.



Contact:
Lindsay Watkins
818.995.6454
Lindsay.Watkins@careersystemsintl.com

Help Them Grow or Watch Them Go

Encourage and enable foresight. What people are good at, what they love, and how they like to work needs to be filtered through a foresight lens. When you help employees develop the ability to scan the environment, anticipate trends, and spot opportunities, you provide a constructive context for career development.

Leverage insights.. Opportunities exist where what the employee wants to do can find expression in the real, ever-changing world of work. Help employees mine that intersection.

Paint a more expansive picture of career development and available growth opportunities. Most people have blinders on when it comes to how to advance their careers, and they look only upward. Encourage them to develop in all directions.

Help others think through how to turn their career goals into action. Ideas and objectives are a good starting point, but they don't get far without the creativity of opportunity mindedness, the tactical focus of planning, and the ongoing conversations that help employees recognize and make the most of education, exposure, and experiences designed for development.

Find ways to bring development to life day in and day out. Waiting for an annual or pre-scheduled meeting to discuss career matters robs you and the employee of the energy and opportunities that are present always and everywhere. Infuse development conversations into the workflow and see how quickly they permeate the culture.

Career development is one of the most powerful and underutilized levers managers have to drive engagement, retention and results.

For more information visit www.help-them-grow.com



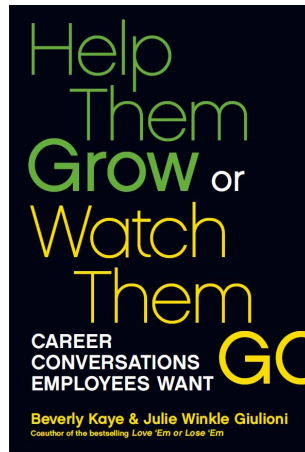
Contact:
Lindsay Watkins
818.995.6454
Lindsay.Watkins@careersystemsintl.com

Help Them **Grow** or **Watch Them Go**



CAREER DEVELOPMENT

is one of the most **powerful** and underutilized **levers** managers have to **drive** engagement, retention, and **results**



Help The Grow or Watch Them Go: Career Conversations Employees Want

List \$17.95

Paperback: 144 pages

Publisher: Berrett-Koehler Publishers (September 17, 2012)

ISBN-10: 1609946324 ISBN-13: 978-1609946326

Available at Amazon and other bookstores online.