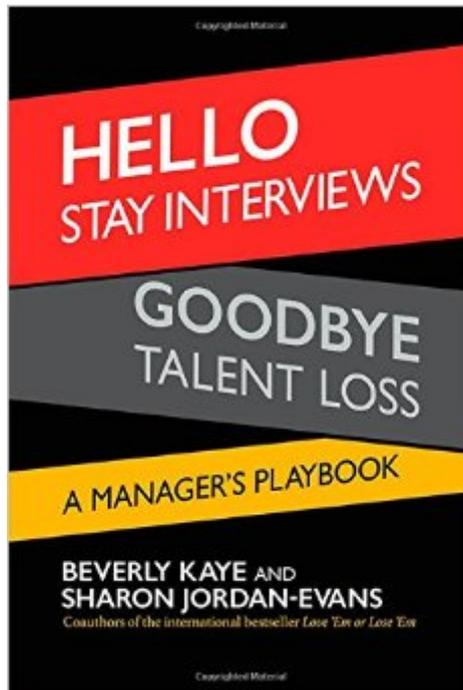


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# Hello Stay Interviews, Goodbye Talent Loss: A Manager's Playbook



## Synopsis

Stay interviews prevent exit interviews! You can't afford to lose them. They're your stars and your solid citizens. You wonder if they're happy in your organization—and what might keep them there. To find out, you could:

- Conduct a survey—then try to guess who said what.
- Take note of their latest tattoos. Is your company logo among them?
- Ask, "What will keep you here?"

The correct answer is C. It's the opening line of a great stay interview, and it could make the difference between keeping and losing your best people. Worried that your talented people will want things you can't deliver, like more money or a big promotion? Beverly Kaye and Sharon Jordan-Evans have a simple four-step process for dealing with that. Not sure how to get started? They provide dozens of suggested questions and icebreakers. Think you don't have time? They offer all kinds of creative time-saving options for where, when, and how you can do stay interviews.

## Book Information

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## Customer Reviews

Well, they've done it again. Kaye and Jordan-Evans deliver a mighty playbook in a tiny (and beautiful) package. This is based on their terrific and creative work from *Love 'Em or Lose 'Em* many years ago, and *STAY* is just as critical --if not more so -- today than ever. It's a simple concept to address the not-so-simple challenge of getting good people to stay, all wrapped in a fun design and easy to understand approach. And in just 100 pages you as a manager have all you need to not only get started, but make a potentially big difference to your employees, your team and your organization. And if you do this, you can create and witness the "spillover effect" of your efforts.

Don't know what that is? Well, another reason to get this book. Bravo!

I first heard of the stay interview in 2004 at a speech by Bev and Sharon around their first book, *Love 'Em or Lose 'Em: Getting Good People to Stay*. Since then, I have used stay interview methodology as a regular part of the conversations I have with my team. Like Bev says, "It works if you work it and it's worth it." Truer words have never been spoken! If you are new to the idea of stay interviews, *Hello Stay Interviews, Good-bye Talent Loss* is a great introduction to the how and why of them. If you're doing them already, the book is full of new tips, questions and things to ponder to help you take the conversation deeper. I highly recommend the book and stay interviews for any leader who is looking for a meaningful and manageable way to engage the talented people on his/her team!

Bev and Sharon have done it again. They've made a high power practice "rarely done well or at all" intriguing, accessible and very doable. Follow this playbook and wherever you are "a non-player, an amateur or simply a good stay interviewer" you will be GREAT in no time at all. The plays are clear, simple and easy to follow and chocked full of potential to not only retain, but unleash loads of energy and excitement in your talent. The tips are gems. Including some that apply outside the arena of stay interviews. My favorite is "follow the blinking word" an all-purpose tool for active listening that is as profound as it is easy to pick up. Don't delay. Get this book for yourself and managers you know.

I've been waiting with anticipation for Bev and Sharon's latest book and it sure was worth the wait. Keeping good people requires a proactive approach and this book walks us through the simple process. I own a recruitment company that has helped thousands of people find what they hoped would be a great new home. Finding top talent is only the first part of the process. Keeping them is the trick!

Beverly Kaye and Sharon Jordan-Evans, the authors, have written a practical and easy to implement playbook on how to weave Stay Interviews into regular conversations with employees as a strategy for keeping talent. Yes, most Human Resource departments employ a practice of conducting exit interviews to gather data on why people are leaving the organization. The authors present a compelling premise that by having these types of conversations early in employment -- and continuing as a regular dialogue - managers will have insight into the most important practices

that will engage and retain people before the Exit Interview - which is often too late to keep valuable people. The authors do an excellent job of discussing barriers to conducting Stay Interview conversations and the importance of building trust with employees. There are excellent examples of Stay Interview questions that will help facilitate getting started. This book is an excellent tool for frontline supervisors and up to the C suite for preventing talent loss.

Another winner from Kaye & Jordan-Evans. Why? This 100 pg. how-to guide is packed with straightforward advice. It is written for managers and HR professionals who need resources that match their time-stressed worlds. Nine short chapters give thoughtful tips on how stay interviews really work, how to quickly prepare for an employee conversation, deal with tough issues, flex your approach based on culture -- and enjoy the process. Readers of the duo's books will recognize the engaging format -- clever alliteration, real life examples, and a fresh take on classic leadership principles.

This book is a rewarding deep dive into the Stay Interview concept that Beverly Kaye and Sharon Jordan-Evans first postulated in the first edition of their book *Love 'Em or Lose 'Em*, published in the early '90's. Their straightforward 4 step process for engaging and retaining talent has been validated through not only countless success stories but also through the most meaningful proof out there - stay interviews is fast becoming part of the engagement and retention vernacular. Considering the cost of replacing talent is easily 50% - 200% of the person's compensation, there is an incredible return for the time and money the reader can invest in this book.

Great guidance on how to retain top talent! I recently used this process and uncovered a lot of info --- which enabled me to address the issues. It's simple --- you don't know what you don't know... So ask!

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