

# Staff Retention and Engagement

Drew Carter, CEO of Whistle, looks at the changing workforce, the myths of employee engagement, and new ways to better engage and retain your staff.



## Program Details

Tuesdays, February 6, 13, 20, 27  
11:00 a.m. to 12:00 p.m. CT  
Live Streamed

### SESSION 1 | February 6

#### UNDERSTANDING 5 GENERATIONS OF STAFF: WHAT'S DIFFERENT AND WHAT'S THE SAME IN ENGAGING AND RETAINING YOUR PEOPLE

- The changing composition of the US workforce
- The dynamics of 5 generations working side-by-side
- Millennials vs. Gen Z employees, expectations and beyond
- What Millennials and Gen Z want employers to know
- 5 concepts to address the needs of the modern workforce

*Gain a better understanding of the experiences influencing each generation, the dynamics important to each and specific engagement considerations that can be applied immediately.*

### SESSION 2 | February 13

#### BEHAVIORAL SCIENCE 101: USING THE SCIENCE OF PEOPLE TO CREATE A MOTIVATING, ENGAGING WORKPLACE

- Brief history and context
- Behavioral phenomena review
- The Newman behavior motivation model
- Motivation deep dive
- Practical applications of behavioral science to banking

*Walk away with a better understanding of behavioral science, the influences and biases of the workforce and practical approaches to deal with those biases.*

### SESSION 3 | February 20

#### EMPLOYEE ENGAGEMENT MYTH BUSTING: COMMON MISUNDERSTANDING IN ENGAGEMENT AND WAYS TO AVOID THEM

- Why do staff leave?
- What HR thinks vs what employees think.
- Mixed Signals in incentive programs
- Failed incentive programs
- Retention efforts mistakes
- Insights and best practices

*Learn more on why staff stay or leave an organization and common pitfalls of incentive and retention programs.*

### SESSION 4 | February 27

#### RECOGNITION AND REWARDS: HOW TO EFFECTIVELY CREATE AND EXECUTE EFFORTS THAT ENGAGE AND KEEP YOUR STAFF

- 12 Commandments of Influential Employee Rewards and Recognition
- The challenges of points programs
- The underside of rewards catalogs and gift cards
- The importance of timing
- Philanthropy
- Reward cadence
- The Tragedy of branded merch
- Best Practices in rewards and recognition driving engagement and retention

*Leave with a thorough understanding of recognition and rewards best practices and specific tools to utilize in retaining staff.*



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