

Perhaps you, like others, are worried about employee retention. With the added work (particularly when the new infrastructure bill kicks in), stress is likely to increase, and retention will be an even bigger problem.

Research shows that the adage, “Employees don’t leave companies, they leave managers” is true. It’s particularly true in our engineering industry where we tend to view “management” as a promotion when it’s really a career change! The skills are *entirely different*.

Think about it. Your manager can be the best or worst part of your day. In fact, 75% of employees consider their direct manager to be the *worst* part of their day, and 65% would rather have a *new manager* than a pay raise. Plus, most technical experts are not natural managers. Gallup research indicates that as few as 1 in 10 people have the natural skill to manage (that number may be even less for engineers). Others need coaching to help them succeed.

Gallup studies also found that more than half of employees (51%) are actively looking for new jobs or watching for openings. The same research shows that the majority of those searching cite having a “*poor manager*” or “*poor relationship with manager*” as their reason.

In a survey conducted by CareerBuilder and Silkroad Technology, the most common reason for leaving an employer was **poor management** practices. The second most cited reason was **lack of career development** opportunities.

Poor management and inadequate staff development are costing you money. Big money. According to Employee Benefit News, it costs 33% to 50% of a worker’s annual salary to replace them if they leave, and that’s *if* you hire the right person the first time! If you’ve lost several people and they are well-paid engineers, that adds up to *a lot of money*. A poor manager can be cancerous for your organization. Can you really afford it? And why should you when great managers boost employee productivity by an average of 11% and have lower turnover on their teams. Why should you put up with poor managers who tank productivity, lose staff, and torpedo culture? Plus, a workplace survey report found that 94% of surveyed employees responded that if a company invested in helping them learn, they would stay longer.

The problem won’t go away on its own. Sure, it costs money to fix but you’re *already spending the money* due to lost and disengaged staff. And you can’t provide *exceptional client services* with disengaged staff. It’s a lose-lose-lose. Staff lose, clients lose, and you lose.

Savvy executives want to remain:

- Relevant
- Competitive, and
- Profitable.

To do that you need a culture of empathetic leadership and exceptional management.

You’ll miss out on top talent if:

- Your employees aren’t getting the growth and development they want (they’ll seek it elsewhere);
- Your managers aren’t capable of confident, constructive 1-on-1 conversations;
- Your employees don’t feel they get enough meaningful feedback.

I'm Shelley Row. I'm an engineer, former government executive, professional development expert, consultant, keynote speaker and author. I've watched problem-solving engineers struggle to navigate the relationship-focused world of management and leadership. (Heck, I was one!) You can't assume that smart, technical people know how to lead. I've learned what it takes for technical professionals to rewire their brains for leadership and now I teach them.

The stakes are too high to leave this to chance or to one-and-done training from trainers who don't understand your people or your world. That's why *LeadershipITE* is a particularly powerful professional development program that's ideal *right now*.

*LeadershipITE* is a logical, practical, and results focused professional development program. It is developed *for* transportation professionals *by* transportation professionals. *LeadershipITE* was derived from research, science, and experience. Plus, it is designed with the neuroscience of learning to support retention and behavior change. This program leaves one-and-done training in the dust.

You get:

1. Managers who are approachable and listen to staff with empathy;
2. Managers with high-functioning communication skills for even the most challenging 1-on-1 conversations;
3. Managers who understand the power of delegating interesting work to staff, so they stay challenged;
4. Managers who make time to connect with their staff because they know it isn't wasted time, it's invested time.

This means you have:

1. Effective leadership culture that keeps you relevant;
2. Engaged staff who will be there when you need them; and
3. Long-term client relationships.

*LeadershipITE* addresses the *top two reasons* that employees leave: **poor management** and **lack of career development** opportunities. It's a perfect storm. One effective, well-designed training program addresses *both* problems. (Do the math. If you retain just *two people* the program more than pays for itself, plus you end up with highly skilled managers.)

To prepare for the challenges in our industry today and in the future, you need top management. Don't waste any more time (or lose any more staff). Applications are being accepted until September 15, 2022.