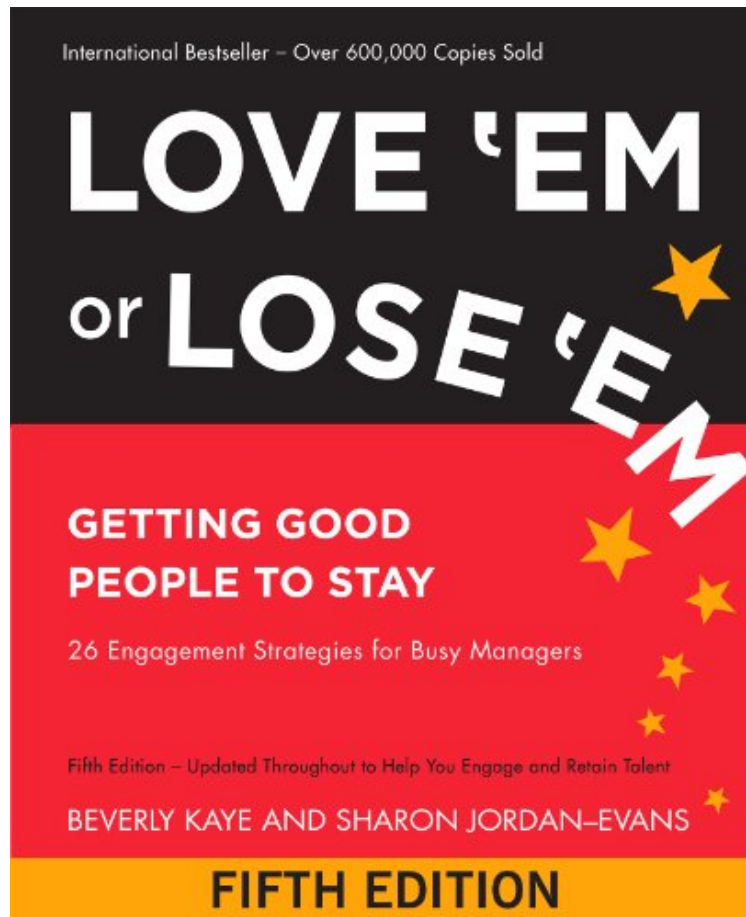


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Love 'Em or Lose 'Em: Getting Good People to Stay

Beverly Kaye, Sharon Jordan-Evans
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NEW EDITION, REVISED AND UPDATEDSince employees who walk out the door cost their companies up to 200 percent of their annual salaries to replace, retention is one of the most important issues facing businesses today. And with so many surveys reporting that employees are unhappy and not working up to their full potential, engagement is a second serious and costly issue. The latest edition of this Wall Street Journal bestseller offers twenty-six simple strategiesmdash;from A to Zmdash;that managers can use to address their employees'squo; real concerns and keep

them engaged. The fifth edition has been revised and updated throughout and includes many more international examples, reflecting the fact that *Love or Lose* is available in twenty-two languages, from Albanian and Arabic to Thai and Turkish. Its message is truly one that spans continents and cultures.

"To be a great team, you need outstanding players. The authors show you how to engage your outstanding players and keep them on your team for a long time."—Mike Krzyzewski, Head Coach, Duke University Basketball

"As a global resource in Marriott's engagement strategy, Kaye and Jordan-Evans once again provide a powerful, globally inclusive book that is both impactful and relevant . . . practical, associate-centric ideas that work!"—Steve Bauman, Vice President, Global Learning Deployment, Marriott International

"Having witnessed, firsthand, the power of the 'stay interviews' and the impact of simply asking employees what will keep them in the organization, I know the rewards contained within *Love or Lose* are easily attained. Finding talent can be hard in today's competitive world. Keeping that talent can be deceptively easy."—Andrew Buckingham, Head of Global Learning and Development, Genzyme UK

"Our global strategy is based on recruiting and developing the best talent. Retaining and engaging that talent on a global basis is crucial to every manager's business goals. *Love or Lose* has become their playbook!"—J. Craig Mundy, Corporate Vice President, Enterprise Learning Talent Management, Ingersoll Rand

"*Love or Lose* has significantly contributed to our business in Latin America . . . The wonderful principles in this book have raised our sensitivity on how to interpret our associates' needs, and once put in practice, they have enabled powerful results."—Carolina Lazarte, Human Resources Director, Latin America North, DI LAB, Pepsico Latin America Beverages

"You just have to love *Love or Lose*." This charming, clever, practical, and user-friendly book is a great desk-side coach for anyone who manages people."—Rosabeth Moss Kanter, Chair and Director, Advanced Leadership Initiative, Harvard University

"Talent matters. Few dispute this truth. But keeping great talent continues to be a challenge for many companies. This marvelous book offers numerous specific tools and hundreds of examples of how to care for people. *Love or Lose* is the best treatise on retaining talent available."—Dave Ulrich, Professor, Ross School of Business, University of Michigan and coauthor of *HR from the Outside In: Six Competencies for the Future of Human Resources*

"Fantastic, fun, and practical coaching advice! This stuff works! Great for executives to use with their teams—and buy for their managers! Buy it! Use it! Share it! Keep good people."—Marshall Goldsmith, author of *Mojo: How to Get It, How to Keep It, How to Get It Back If You Lose It*

"The manager-employee relationship is the difference between retention and turnover. Good leaders know how to hold on to their team members by striking a balance between leadership and management. The trick is to publicly praise employees for their victories and privately coach them on their opportunities. *Love or Lose* helps create the foundation for doing just that."—Ken May, former President and CEO, FedEx Kinkors

"At First Data, the *Love or Lose* concepts have become an integral part of our ongoing global retention and engagement strategy and one of our most widely attended manager training programs. The book is full of practical employee engagement strategies, coaching, and advice that can be easily applied by any manager and applicable to employees at all levels. With the additional global perspectives in this newest edition, the relevance of the *Love or Lose* messages are now truly boundaryless."—Michelle Prince, Vice President, Human Resources, First Data

"A great read! Having had the opportunity to spend two days in a 'Love or Lose' seminar, I am a believer! It makes no difference what business you are in (corporate/government/military), people are the single most important part of an organization, and they are at the core of the success or failure of an organization!"—William (Bill) Pickavance, former Vice President for Launch and Recovery Systems and Florida Site Executive, United Space Alliance

"I'm a big fan of the 'stay interviews' and its power; nothing speaks louder than a manager who genuinely cares. That's just one great idea from this latest edition of *Love or Lose*, which should be on every manager's bookshelf or tablet or smart phone!"—Rebecca Ray, Senior Vice President of Human Capital, The Conference Board

"I have long believed love is at the deepest center of leading oneself and others, and to find a book that provides specific and practical ways for managers to pay attention to their talent is truly a gift. How one leads is a choice, and in this gem of a read are powerful reminders of how managers can show up and be present to their people, particularly if they want to bring out the best in others, keeping them engaged and inspired to stay and contribute to their fullest potential. This book deserves to be read at least once a year or kept nearby as a guide."—Teresa Roche, Vice President and Chief Learning Officer, Agilent Technologies

"I've been so impressed with the millennials entering our workforce around the world. This book is full of great tips for getting their best discretionary effort—love them and you will be a beloved manager."—Tina Sung, Vice President, Government Transformation and Agency Partnerships, Partnership for Public Service

"Ever since the first edition, *Love or Lose* has been a great source of inspiration to me. I warmly recommend this pragmatic book to anyone who manages others—and especially to those who still believe that talent retention is all about money, which it is really not! This book offers a powerful and engaging way to achieve active and

sustainable talent retention. And it's exciting to see that it works all across the globe!"—Michael Zollinger, Head HR Generalists, Swiss Re