



**Reengineering  
TALENT RETENTION  
for the  
Future of Work**

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**Vivian Blade, CSP  
Leadership & Future of Work  
Expert**

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**#SHRM24**

75<sup>th</sup> ANNIVERSARY  
**SRM**

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**HEADWINDS**


*Tailwinds*

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# TODAY'S OUTCOMES

Walk away with strategies to transform talent retention in an environment of constant change.



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# AGENDA



- Uncover 3 Common Mistakes
- Reveal Your Roadmap to Realizing Higher Retention Outcomes
- Explore real-world examples



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## Top Trends Shaping the Future of Work

- Inflation & Monetary Policy
- Global economic and political instability'
- AI & Digitization
- The War for Talent
- The Evolving Workplace



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# 360° Disruption Creates Enterprise Vulnerability



## 01 The Work

**85%** of jobs by 2030 would not have existed in 2020<sup>1</sup>



## 02 How Work Gets Done

**\$455B** Expected value of 2030 Gig Economy<sup>2</sup>



## 03 The Workplace

**74%** of U.S. companies are or plan to implement a permanent hybrid work model<sup>3</sup>



## 04 The Workforce

**\$430B** Cost to the US economy in lost revenue by 2030 due to low retention<sup>4</sup>



<sup>1</sup> Institute for the Future | <sup>2</sup> Transformative Trends Shaping the Gig Economy, ReportLinker.com | <sup>3</sup> 30 Essential Hybrid Work Statistics, Zippia | <sup>4</sup> Ivanti

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# 5 Non-Negotiable Strategic Priorities



**1. FUTURE OF WORK**

**2. LEADER EFFECTIVENESS**

**3. TALENT LIFECYCLE EXPERIENCE**

**4. RESILIENCE & AGILITY**

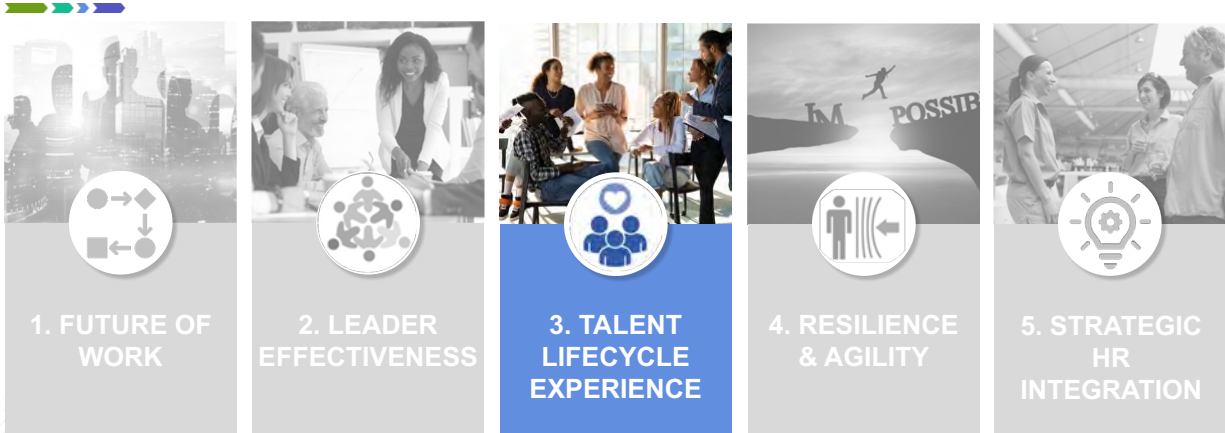
**5. STRATEGIC HR INTEGRATION**



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# 5 Non-Negotiable Strategic Priorities



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## Shifting Expectations



Source: Korn Ferry Study on The Future of Work 2023

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# Discussion

What is your biggest challenge with talent retention today?

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# Three Common Mistakes

Warning



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# Human Motivation – Survival Focus

## Maslow's Hierarchy of Needs

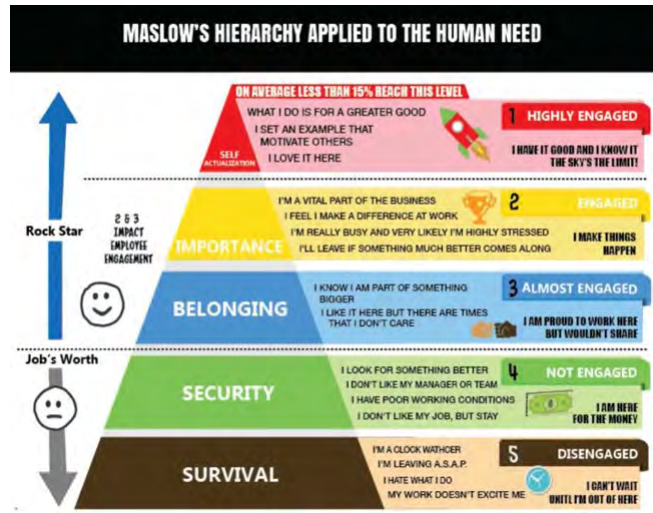


Image Source: Impulse | CFM Integrated Marketing

## Herzberg's Two-Factor Theory of Motivation-Hygiene



Image Source: Indeed

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Imagine a place where you go to work each day, make a contribution to something bigger than yourself, learn something new, feel safe, are protected and provided freedom by a set of values and go home happy!



**Garry Ridge**  
 Former Chairman & CEO  
 WD-40 Company

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## CULTURE: Foundation of the Talent Experience

- Shared values, beliefs, norms, & practices
- Collective way in which members of an organization think, behave, and interact with each other and external stakeholders
- The experience that builds tribal commitment



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## 6 Pillars of the Human-Centered Talent Lifecycle Experience

### Cultivate

Cultivate & develop potential talent pipelines

Cultivate



### Connect

Build connection & engagement to purpose, values, culture, people

Connect



### Care

Embody a human-centric caring experience that builds belonging & empowers personal growth

Care



Champion



### Champion

Earn willing and eager advocacy across the lifecycle

Close



### Close

Honorable closure of employment, project, or contract relationship

Contribute



### Contribute

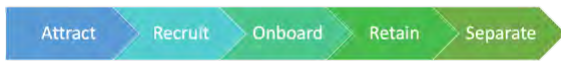
Create fulfilling pathways to add value through meaningful work experiences

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# Our organization's talent lifecycle is focused more on:

## Traditional Company Focused Stages



## A Human Centric Experience



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**Tribe Culture: How It Should Be**  
WD-40 COMPANY  
GARRY RIDGE

**GGG UNLEASHED**  
Vivian Blade  
Hosts: Learning Better, Working Smarter

**Transform Talent Retention**

**Garry Ridge**  
Chairman Emeritus  
WD-40 Company  
CEO, The Learning Moment

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{ OUR VISION }

**TO BE A COMMUNITY**

where we

# CHANGE

LIVES THROUGH OUR

PURPOSE

---

PASSION

---

PLAY

{ OUR MISSION }

To actively

**connect people**

through inclusive

*relationships*

Leading with LOVE

**IMPACT**

OUR

*communities*

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VALUES ARE RANKED

{ CORE VALUES }

WE VALUE

**1** People & Relationships

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**2** We are Principle DRIVEN

---

**3** We value an inclusive CULTURE

WE VALUE

GROWTH + PROSPERITY

---

WE VALUE

“

*the greater*

**GOOD**

”

**5**

**4**

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# Culture Crew

(Employee Experience EX)



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## Culture Ambassadors

- ❖ Employee Experience EX & Engagement
  - ❖ Role Models – Energizers, Encouragers
  - ❖ Blockers – identify micro issues
  - ❖ Annual Survey Review (Great Place to Work & Best Places to Work)
  - ❖ Initiatives to improve and maintain high trust and transparency culture
  - ❖ Team Temperature or Pulse of departments (moral, change mgmt.)
    - ❖ Caring for our team members (meal train, encouragement, support in crisis)
  - ❖ Team Building
  - ❖ Greater Good – All hands quarterly community

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## Grow Your Workforce

- Pay for schooling to become a CNA, LPN, or RN
- One year employment commitment
- Repay educational costs if leave before one-year anniversary
- Direct relationships with high schools & education institutions

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## Purpose & Passion Day Clearing

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**WHY**  
**WHAT IS YOUR WHY?**  
<https://whyinstitute.com>

**WHY**  
**HOW WHAT**  
**WHY.OS**

**Your WHY**  
**Team WHY**

...is the **DRIVING FORCE** behind everything you do.  
 ...brings lasting **CLARITY & PURPOSE.**

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**engage mentoring**

<https://engagementoring.com>

**mentoring women's network**

- Open to women leaders & individual contributors
- Topics focused on developing leadership capacity
- Ability to access participants internally & externally

**engage leaders program**

- Open to all employees in the organization
- Topics focused on developing leadership capacity
- Participants are exclusive to the company

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**Get CPowered Days**



- Held monthly in conjunction with All-Hands Meetings
- Build camaraderie, collaboration, connection, and coffee-talk
- In-person & hybrid
- Joint ERG meetings



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# Generational Dynamics

Source: Purdue Global – Generational Workers Infographic



## TRADITIONALISTS Born: 1925 – 1945

Dependable | Straightforward | Tactful | Loyal

**Shaped by:** The Great Depression, World War II, radio, and movies  
**Motivated by:** Respect, recognition, providing long-term value to the company  
**Communication style:** Personal touch, handwritten notes instead of email  
**Worldview:** Obedience over individualism; age equals seniority; advancing through the hierarchy

## BABY BOOMERS Born: 1946 – 1964

Optimistic | Competitive | Workaholic | Team-Oriented

**Shaped by:** Vietnam War, Civil Rights Movement, Watergate  
**Motivated by:** Company loyalty, teamwork, duty  
**Communication style:** Whatever is most efficient, including phone calls and face-to-face  
**Worldview:** Achievement comes after paying one's dues; sacrifice for success

## GENERATION X Born: 1965 – 1980

Flexible | Informal | Skeptical | Independent

**Shaped by:** The AIDS epidemic, the fall of the Berlin Wall, the dot-com boom  
**Motivated by:** Diversity, work-life balance, their personal-professional interests rather than the company's interests  
**Communication style:** Whatever is most efficient, including phone calls and face-to-face  
**Worldview:** Favoring diversity; quick to move on if their employer fails to meet their needs; resistant to change at work if it affects their personal lives

## MILLENNIALS Born: 1981 – 2000

Competitive | Civic- and Open-Minded | Achievement-Oriented

**Shaped by:** Columbine, 9/11, the internet  
**Motivated by:** Responsibility, the quality of their manager, unique work experiences  
**Communication style:** IMs, texts, and email  
**Worldview:** Seeking challenge, growth, and development; a fun work life and work-life balance; likely to leave an organization if they don't like change

## GENERATION Z Born: 2001 – 2020

Global | Entrepreneurial | Progressive | Less Focused

**Shaped by:** Life after 9/11, the Great Recession, access to technology from a young age  
**Motivated by:** Diversity, personalization, individuality, creativity  
**Communication style:** Social media, texts, IMs  
**Worldview:** Self-identify as digital device addicts; value independence and individuality; prefer to work with Millennial managers, innovative coworkers, and new technologies

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# Integrated HRIS Across the Experience



- Tie employee engagement data to organizational outcomes
- Measure impact on customer experience & retention



[vivanblade.com/podcast](http://vivanblade.com/podcast)



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# Reengineering Talent Retention: Next Steps



1. Begin with a simple audit of your talent experience to identify opportunities & start the conversation
2. Map and assess your current experience
3. Commit to REinventing the experience, integrating the 6 human-centered pillars
4. Engage an expert to guide you in building and executing your playbook



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### Talent Lifecycle Experience Audit

**Special *BONUS* for first 25 audits completed**

### 6 Pillars Talent Lifecycle Experience Reference Card

### Today's Presentation

Reengineering TALENT RETENTION for the Future of Work

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## Your Resources

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Scan this QR code



Or go to

<https://talk.ac/vivianblade>

and enter this code when prompted

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*Instead of riding the tailwinds  
of change.....*

*...Drive the winds  
toward the future you  
want to create!*



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**Free Resources:**

<https://vivianblade.com>

<https://ResilienceReady.Today>

<https://InfluenceWithScale.com>



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audible

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BETTER WORKPLACES  
BETTER WORLD

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