



## Staying Power: How to Keep Employees Longer

May 3, 2023 | Hilton Richmond Hotel/Spa Short Pump

### Overview

While some of today's workforce is made up of deep-rooted, dependable staff, a larger number of positions are now a revolving door of employee turnover. Workforce thought leader, Shelonda Darling, from Magnet Culture will share insight on why staffing is so challenging today and additional ways to gain greater staffing stability. Learn how to slow the revolving door, more effectively manage the impending shorter-term workforce, and maximize the time you have with each employee. This program is designed for facility and corporate management as well as HR audiences.

Key takeaways from this day-long program will help you:

- Discover current employee turnover trends and future staffing projections.
- Uncover the real reasons employees leave most organizations and ways to encourage them to stay.
- Learn ways to become a M.A.G.N.E.T. employer attracting better applicants and keeping staff longer.

M.A.G.N.E.T. Framework is as follows:

- M** – Management Effectiveness (Are your leaders good enough?)
- A** – Attraction and Recruiting (Are you an attractive workplace?)
- G** – Guidance Upon Entry (How's the new hire experience?)
- N** – New Staffing Models (How do you schedule and advance people?)
- E** – Empowered Retention Champions (Who really owns retention?)
- T** – Trust Through Transparency (Do staff feel in-the-know?)

### Agenda

8:30 – 9:00 am	Registration and Continental Breakfast
9:00 – 10:15 am	Current Market Employee Turnover Trends
10:15 – 10:30 am	Break
10:30 – 11:45 am	Employee Retention
11:45 am – 12:45 pm	Lunch
12:45 – 2:00 pm	M.A.G.N.E.T. Strategies
2:00 – 2:15 pm	Break
2:15 – 3:30 pm	M.A.G.N.E.T. Strategies ( <i>continued</i> )

### Presenter

**Shelonda Darling**, workforce retention strategist from Magnet Culture, helps organizational leaders identify what's happening with the current employment landscape to shift manager mindsets so they can better lead and retain today's new workforce. Her real-world, engaging approach and tactics make managers more effective in their roles.

### Continuing Education

VHCA-VCAL is a NAB-Certified Sponsor. This program has been approved for Continuing Education 5 total participant hours by NAB/NCERS—Approval #20240502-5-A93015-IN.

**Register** online at [www.vhca.org/calendar](http://www.vhca.org/calendar).