



RICHARD HADDEN

THE REALITY ABOUT EMPLOYEE ENGAGEMENT AND YOUR BOTTOM LINE

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Creating an exceptional place to work is one of the best things you as a leader (or your competitors) can do for your bottom line. While this is probably not surprising to hear, why are some leaders and organizations so great at it and why do some find it to be such a struggle? A key component of an exceptional place to work is engaged employees.

As leaders examine their current employee make-up there should be a strong emphasis on their recruitment process in order to bring in the best workforce possible along with retaining those employees. This program will cause leaders to take a hard look at their people practices and ask... Are we attracting talent? Are we really doing what we should to get sustained peak performance from our multigenerational workforce? Are our people committed? Have we enabled them to do their best work? Do they know we care? Does any of this matter?

In this entertaining and interactive experience, Richard Hadden, will teach you practical techniques that you can take back and start using immediately in getting your employees committed to the mission, enabling them to perform at an elite level, and showing them that you care about them as people. But, the learning and application will not stop there as you will get more than a dozen very specific “assignments” — things you can apply right away to attract better talent, retain your staff, and perhaps most important, increase the willing contribution each employee makes to your organization’s success.

This program will help leaders:

- Learn how to get your employees committed to the mission of your organization.
- Understand the bottom line connection between people practices and profit performance.
- Implement game changing practices that will attract, inspire, engage, and retain your employees of all generations

RICHARD HADDEN

Richard Hadden is a Certified Speaking Professional, author, and leadership consultant who focuses on the connection between people and profit. He is the co-author of the popular *Contented Cows* leadership book series, including his latest book, *Contented Cows Still Give Better Milk*, and the book *Rebooting Leadership*. Richard has appeared on CNN and MSNBC, and his work has been featured in *Bloomberg BusinessWeek*, *Entrepreneur*, and *Inc.* magazines, as well as in many trade and professional publications.



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