



ELEVATE

elevate your retention  
strategies

# welcome ELEVATE



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87% of HR leaders consider improved retention a critical or high priority for the next five years.





“

3 Million Americans quit their job each month and more than 25% of employees are in a high-retention-risk category.





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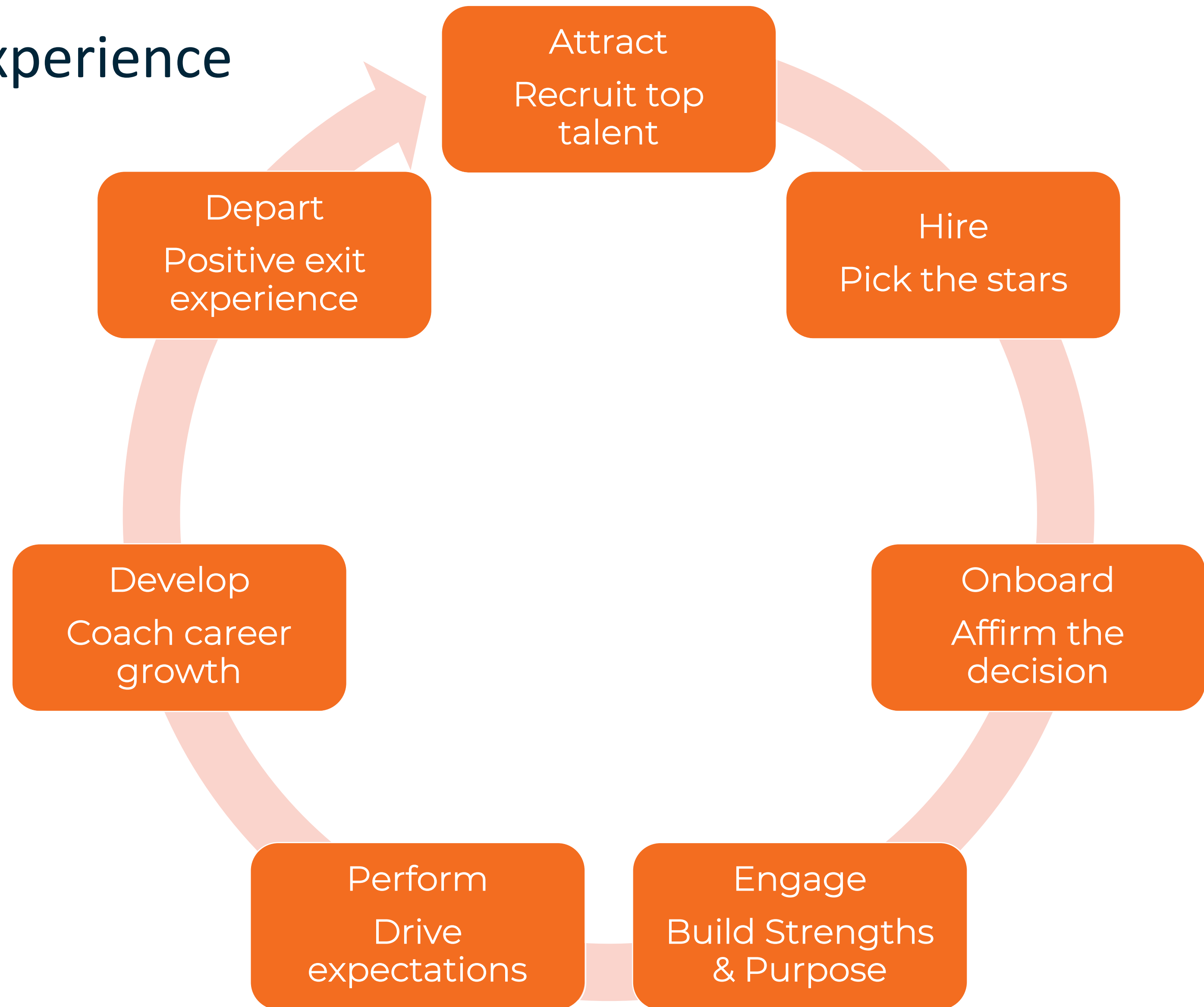
The average employee exit costs 33% of their annual salary and the cost to replace a highly-trained employee can exceed 200% of their annual salary.



To win the talent war, you must design your employee experience as thoughtfully as you would design your client experience.

# stages of the employee experience

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## retention focus of the journey

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Onboard  
Affirm the  
decision

Engage  
Build Strengths  
& Purpose

Perform  
Drive  
expectations

Develop  
Coach career  
growth



A woman with red hair, wearing a dark jacket, stands at the front of a conference room, presenting to a group of people seated at long tables. The room is dimly lit, with a large screen in the background displaying a presentation. Several banners for 'smps Utah' are visible, with 'DIAMOND SPONSOR' and 'PLATINUM SPONSOR' labels. A banner for 'HOGAN' is also visible. A sign on the wall reads 'SAFETY & PPE'. An orange logo, resembling a stylized 'A' or a mountain peak, is overlaid on the image. The text 'Retention through Employee Experience Journey Mapping' is overlaid in white, centered on the image.

# Retention through Employee Experience Journey Mapping





onboard

affirm the decision





“

Organizations with a robust onboarding process improve retention by 82% and productivity by 70%.

- Glasssoor



onboarding – pre-boarding  
before day 1 welcome kit

- Welcome letter from their boss & CEO.
- Week 1 agenda - include where to park, time to arrive, who to report to, how to dress, scheduled meetings and events.
- Team directory with photos.
- Brand kit with business cards and SWAG.
- Firm marketing piece.
- Home office tools (as appropriate)







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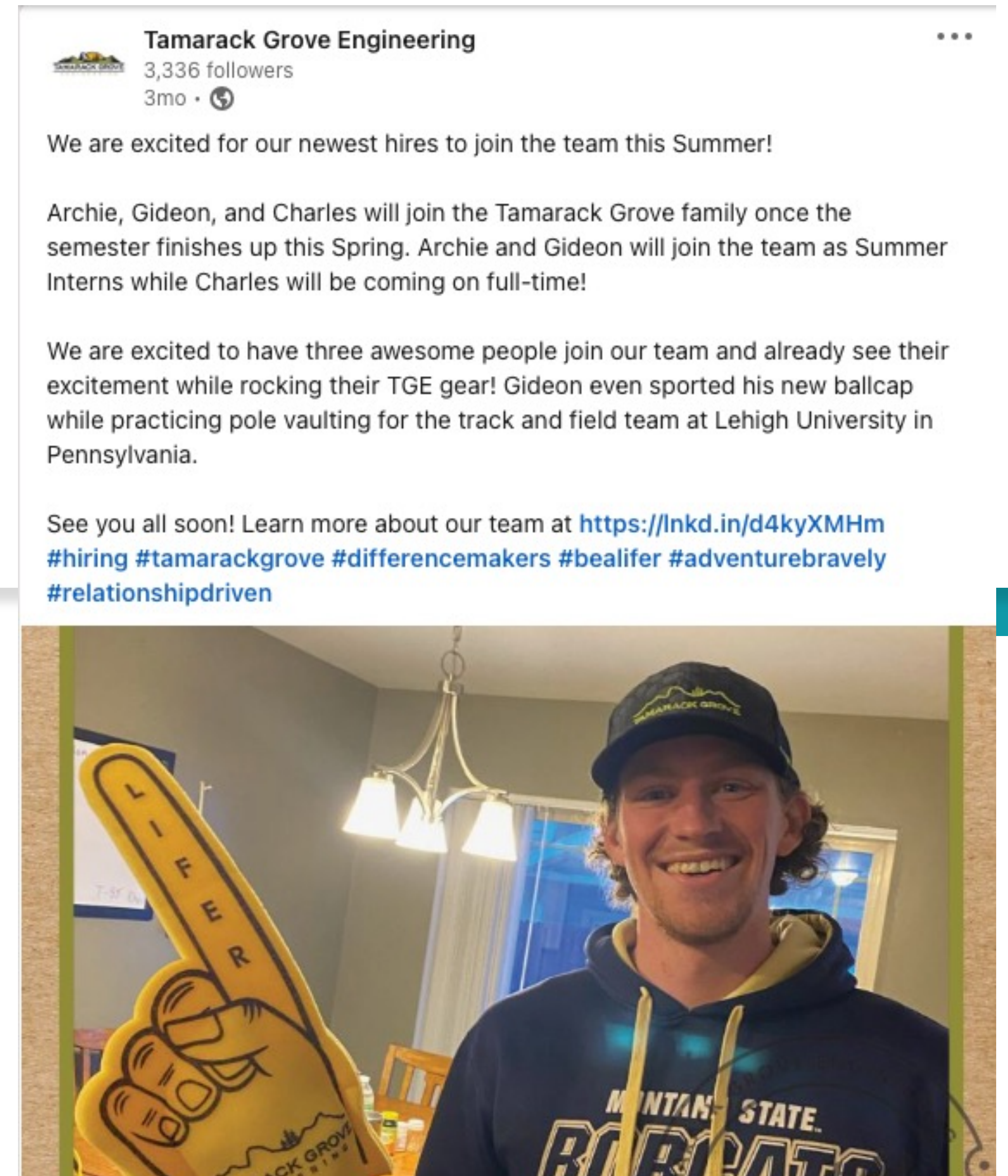
People with a negative new hire onboarding experience are twice as likely to seek another opportunity in the immediate future.

- *Digitate, 2018*



# onboarding – orientation day 1 welcome

- Office Tour.
- Welcome/Intro email to staff with fun facts.
- Social media welcome.
- Welcome Lunch.
- HR Paperwork  
(don't make this the first thing they do).
- Review job expectations.
- Review week 1.







“

69% of employees are likelier  
To stay with a company  
for there years if they  
experienced great onboarding.

- SHRM, 2017



## onboarding – post-boarding beyond day 1

- Week 1 – 3 – Regular check-ins / Q&A, meet with different departments like Marketing!
- Week 4 - Review & feedback and give access to existing recorded training.
- Week 6 – Develop their Professional Development Plan (PDP) & Set performance goals & objectives.





engage

build strengths & purpose







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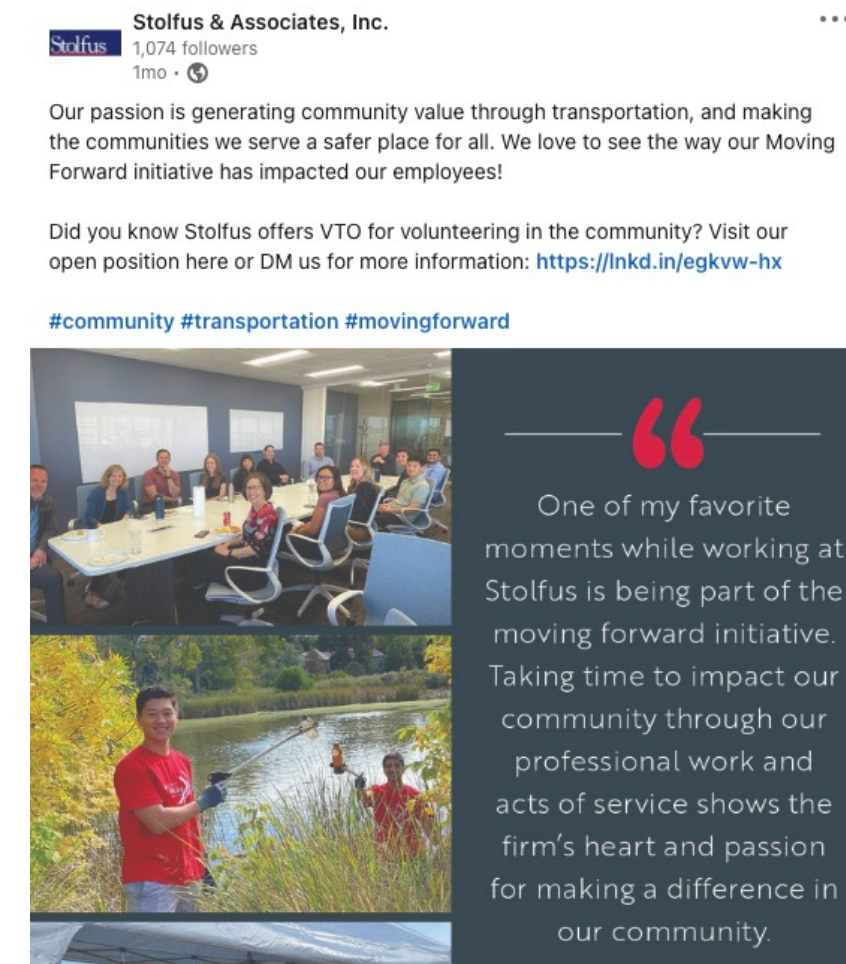
Companies with a highly  
engaged workforce are  
21% more profitable.

- Hailo



# engage

- Company committees.
- Community involvement.
- Industry organizational involvement
- Employee events & team building.
- FUN!!!







“

Employee recognition programs  
can reduce the  
turnover rate by 31%.

- *LinkedIn & Qualtrics*



## engage - recognize

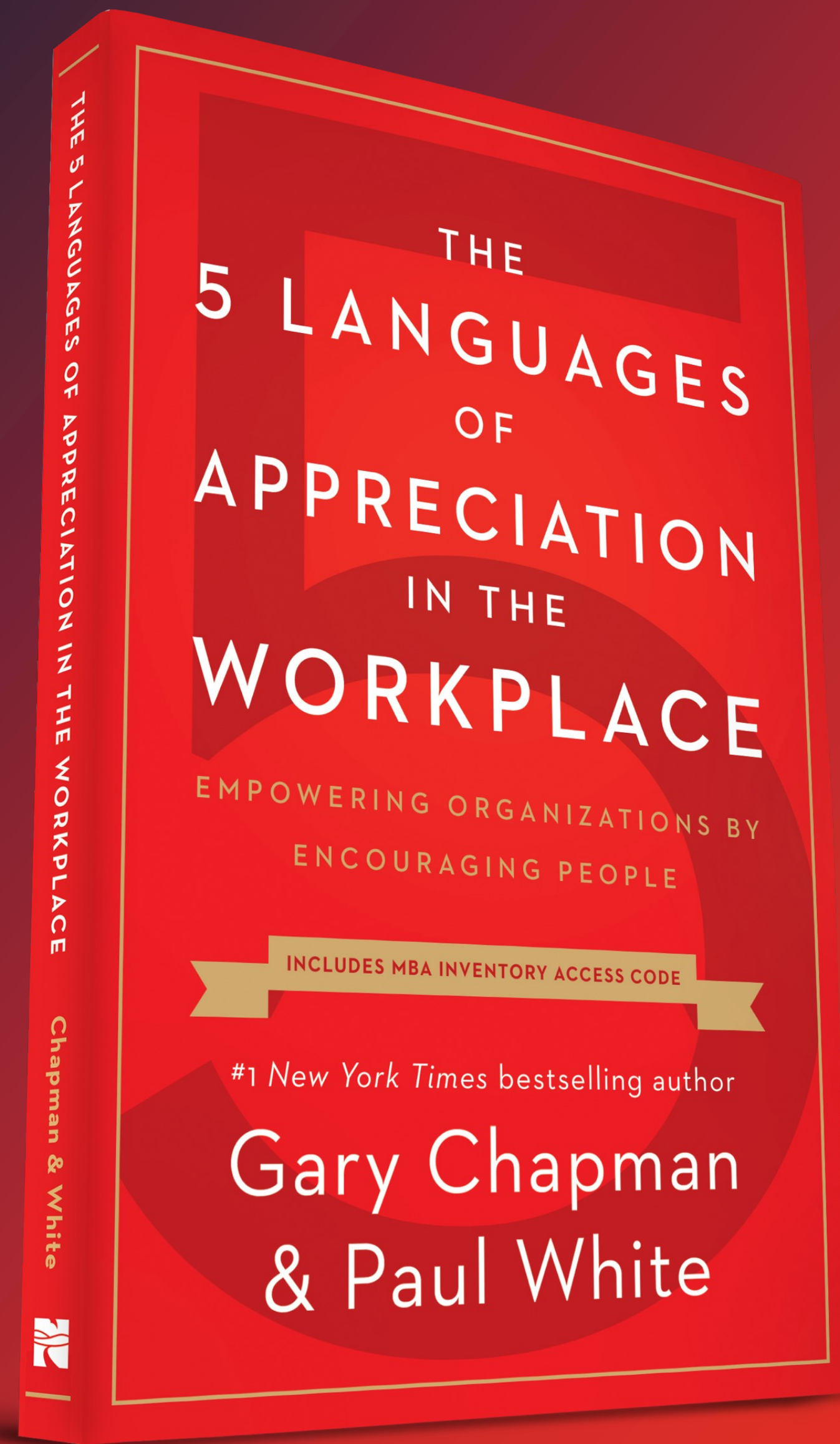
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Recognition has the most impact when it is: fulfilling employees' expectations and needs and is:

- Fulfilling
- Authentic
- Equitable
- Embedded in the culture
- Personalized







## engage – recognize languages of appreciation

- Express genuine appreciation to co-workers and staff — even on a tight budget.
- Increase loyalty with the employees and volunteers in your organization.
- Reduce cynicism and create a more positive work environment.
- Improve your ability to show appreciation for difficult colleagues.
- Convey the language of physical touch in appropriate ways.





“

69% of employees would  
improve their performance  
if their efforts were appreciated.

- LinkedIn & Qualtrics



## engage - recognize

- Individual & group recognition.
- Celebrations – wins & near wins.
- Tie recognition to your core values.
- Create peak moments.
- Use apps like: Bonusly, Kudos, Motivosity
- Show appreciation

ENGAGED EMPLOYEES =

LOYAL EMPLOYEES

**Stolfus & Associates, Inc.**  
1,074 followers  
3d • 🌐

Today, we're celebrating the outstanding achievements of our newly promoted colleagues! We're inspired by their impact on our communities and the diverse perspectives and skills they bring to Stolfus.

Join us in congratulating them on their well-deserved promotions! 🎉

**CONGRATULATIONS!**

**Andrew Amend, PE, PTOE**  
Senior Project Manager

**Jenna Siegel, PE, PMP**  
Senior Project Manager

**Betsy Timbers, PE**  
Transportation Project Engineer

**Lynnae Johnson**  
Transportation Design Engineer

**Tamarack Grove Engineering**  
3,336 followers  
4d • 🌐

This week's core value recognition spotlight goes to Lokesh Pal!

When asked who represents JOY, Lokesh's teammate had this to say:  
"EVERY day he enters and leaves the office smiling, no matter the situation, and you will ALWAYS find joy in Lokesh's heart and soul."

Learn more about our team and core values at <https://lnkd.in/eY8XZnr>  
[#tamarackgrove](#) [#relationshipdriven](#) [#structuralengineering](#) [#JOY](#) [#corevalues](#)

**Value Recognition**  
Lokesh Pal, E.I.  
Project Engineer

JOY THE WORK YOU DO  
AND WHO YOU DO IT WITH



# perform

drive expectations



# perform

- Accurate job description.
- Role and responsibilities.
- Set clear expectations.
- Set goals.
- Define career growth paths.

## JOB DESCRIPTION



Getup Learn



### Job Summary

- The job summary includes information like job title, department, division, importance of the job, job relationships, job duties and responsibilities, etc.



### Skills Required

- Some skills are required for a particular job like communication, teamwork, problem-solving, initiative and enterprise, planning and organising, self-management, learning, technology knowledge etc.



### Qualification

- These qualifications include: work experience, skills, specific knowledge, education level and type, professional licenses, personal qualities and attributes, languages, physical abilities etc.

## Career Progression Plan

The six steps to building your an employee progression plan.



**Key Insight:** Make sure employees are involved in the process to improve engagement and follow-through.





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Employees won't stay  
if there isn't a culture  
encouraging upward feedback

- Qualtrics



## perform - feedback

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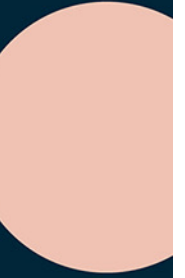
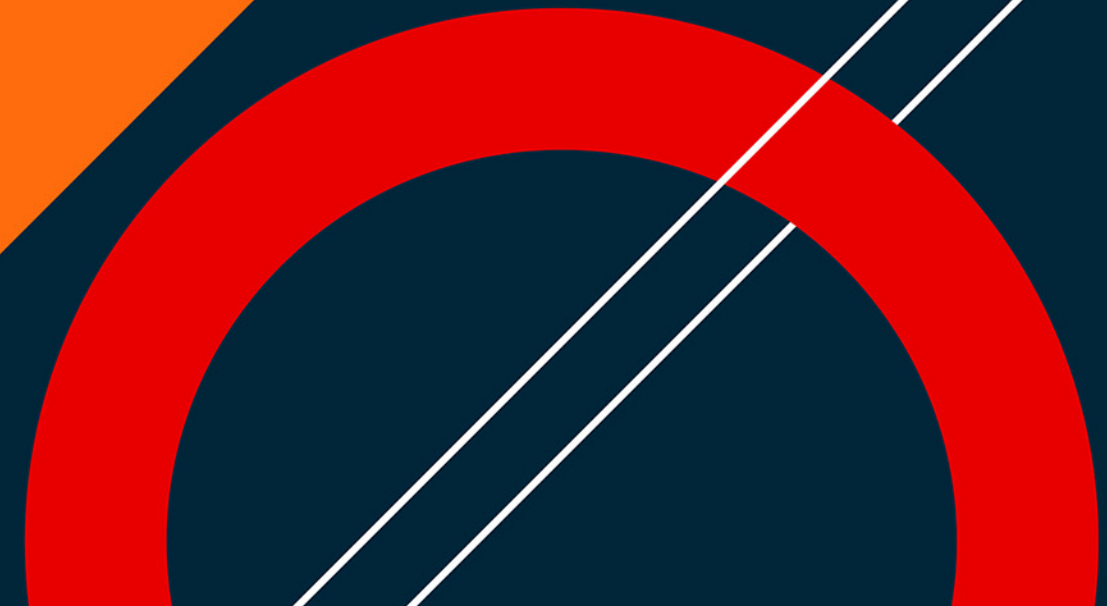
- Consistent bi-annual reviews.
- Go beyond the annual review to provide continuous feedback and a personal experience that elicits feedback.
- Flip it – engage employees in company feedback regularly





# develop

coach career growth





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70% of AEC firms have a formal in-house training program.

- Elevate 2020 AEC Survey





“

46% of AEC firms offer an educational stipend to employees.

- Elevate 2020 AEC Survey



# develop

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- Performance planning and professional development plans (PDPs).
- Training plan based on Professional Development Plans (PDP).
- Individual training budgets.
- Career growth pathing plan.







“

46% of AEC firms have a  
mentorship program

- *Elevate 2020 AEC Survey*



## develop - mentorship

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- Internal
- External
- Peer to Peer
- Cross-Generational Mentoring:  
Pairing different generations to encourage each generation to mentor one another and builds trust.





## generational strengths

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Savvy organizations leverage each generation's strengths, motivations, and goals when creating effective development and retention strategies.







Develop & Document Your  
Employee Experience Journey  
& Improve Your Retention



thank you  
ELEVATE

PLEASE STAY IN TOUCH!

Jen Newman, FSMPS, CPSM  
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