



Book Review:

Reading Time:

3 minutes

Reader Benefit:

- ◆ Learn about the value of good people to a company;
- ◆ Insights about how you can keep your good people;
- ◆ Buy the book to discover the *four C's* of “keepology.”

Title: **Keeping the People Who Keep You in Business**

Author: Leigh Branham

Publisher: Amacom, 2001

Pages: 338 pp, includes Appendices, Notes and Index

Reviewer's Rating: ☺☺☺☺☺

Rating Legend:

Inspiring ☺☺☺☺☺ *Excellent* ☺☺☺☺ *Good* ☺☺☺ *Average* ☺☺ *OK* ☺

Website Summary:

Keeping Your Best People

Talented people are hard to find, hard to hire, and even harder to retain. This is especially the case in the knowledge-based economy. Because of the premium paid for talent, smart employees are on-the-move these days. Why? To seek better opportunities, enhanced material rewards, greater job satisfaction, and more self-fulfillment.

Synopsis:

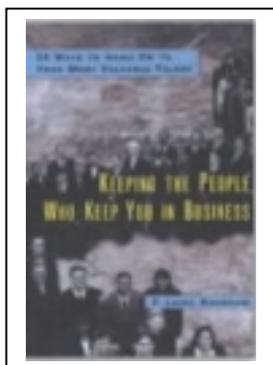
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Keeping Your Best People

Book Review by Leon A. Enriquez

Talented people are hard to find, hard to hire, and even harder to retain. This is especially the case in the knowledge-based economy. Because of the premium paid for talent, smart employees are on-the-move these days. Why? To seek better opportunities, enhanced material rewards, greater job satisfaction, and more self-fulfillment. In simple terms: talented employees want to make a difference in a win-win relationship with their employers.

“Twenty-five years ago, I made a difficult decision, one that more people than ever before are making — I quit my job,” said author Leigh Branham. “But it was about more than quitting a job. It was about finding the right fit. The right fit for me was to become a career counsellor and job search coach, which involved making a radical career change.”

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The book is organised into 10 chapters as follows:

- ◆ Introduction: Why You Are Fighting the War for Talent
- ◆ Truths about Turnover
- ◆ Why Good Performers Leave
- ◆ Who Are the People Who Keep You in Business?



- ◆ *The First Key*: Be a Company That People Want to Work For (featuring Retention Practices #1 to #3)
- ◆ *The Second Key*: Select the Right People in the First Place (featuring Retention Practice #4 to #13)
- ◆ *The Third Key*: Get Them Off to a Great Start (featuring Retention Practice #14 to #18)
- ◆ *The Fourth Key*: Coach and Reward to Sustain Commitment (featuring Retention Practice #19 to #24)
- ◆ Selective Retention: Planning to Keep the Right People
- ◆ Keeping All the People Who Keep You in Business: Special Groups and Situations

The appendices provide templates and examples of how you can take practical steps in addressing such issues as:

1. Try to win back top performers when they resign;
2. Exit survey;
3. Job enrichment rating;
4. Competency inventories;
5. Candidate profile/evaluation;
6. Performance agreement;
7. Characteristics frequently associated with different temperament types;
8. Manager-employee talent inventory;
9. Manager's employee development planning worksheet;
10. Survey of manager as employee developer;
11. Find a need and fill it career option grid; and
12. Work/life preference checklist.

“So the pressure is on you, the manager, to keep your most valued and productive people from quitting. How have you responded to this pressure?” asked Branham. “The best managers work hard at all four phases of retention by which this book is organised – attracting, selecting, integrating, and coaching.”

Scattered throughout this insightful yet practical book are numerous examples cited by the author to clearly illustrate and explain the practical principles that must be considered if a company is to succeed in keeping their most valuable people working at rewarding jobs that inspire, challenge, and keep them happy.



“Taking primary ownership of keeping your key people, then, is your first step to success,” said Branham. “The next step is commitment, as many company leaders have done – to make keeping good people a strategic priority, to find out what is making them start thinking about leaving in the first place, to ask your people what it will take for you to keep them, to show them you know they have other lives, to let them know how much you value them, and to be creative and caring in responding to their needs.”

If your business means taking advantage of the human talents that help your company prosper, this book is a must read. Why? It will save you not only time and money, but it will help you inspire and keep your key people whose creative efforts produce real value for your company.

“It is really about *Caring, Commitment, Creativity, and Common sense* – what I call the *four C's of 'keepology'*. Business leaders with common sense now know that talent retention is what drives customer retention and that customer retention sustains profitability,” said Branham. “But make no mistake – it is work, and it does take time.”

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