

# Educational Full Day Seminar for Area Employers

The Acheson Business Association partnering with the Spruce Grove & District Chamber of Commerce and event sponsor Parkland County hosted a full day seminar on Friday, November 15 at the Links at Spruce Grove featuring speaker, educator and author, Eddie Lemoine.

Over 40 attendants from area businesses participated in the training session. Each participant received a 55 page workbook and certificate upon completion of the seminar.



There were lots of laughs and chuckles as Eddie shared his stories and vast experiences of the corporate world in his typical warm and friendly fashion.

Lemoine, who has authored the best seller 'Bring About What You Think About' detailed techniques on dealing and preventing high employee turnover. He reiterated that the costs associated with losing employees are far greater than the cash investment in hiring and training and that there is a direct correlation between engagement and turnover.

He addressed the importance of Employee Engagement saying that only 20% of engaged employees would consider leaving their current jobs. Of disengaged employees, as many as 85% are ac-

tively seeking other employment and since many of these disengaged employees are consciously detrimental to overall company moral, it is ultimately most beneficial to focus on investing in those who currently and in the future, willing to become more engaged.

He stated that an engaged workforce is possible with effective leadership and will create greater productivity and profitability. Further, understanding how to engage employees will not only enhance productivity, but also increase attraction and retention.

The most successful organizations in industry understand these concepts and recognize that people are their most valuable source of sustained competitive advantage especially in this economic climate.

He informed the crowd on what leading organizations are doing to build winning teams in every industry and guided participants through the steps to building an engaged team. He lectured on how to create the right environment to nurture and grow a productive workforce and shared techniques that could be immediately applied.



Proudly hosted by



And sponsored by

