



***BROADCAST***

***GETTING YOUR EMPLOYEES ENGAGED  
& KEEPING THEM THERE***

***BY***

***DR. BEVERLY KAYE  
CAREER SYSTEMS INTERNATIONAL***

***Thursday, May 10, 2007***

**9:30 – 10:30 AM CT / 10:30 – 11:30 AM ET**

**8:30 – 9:30 AM MT**



**CTN SATELLITE BROADCAST**

**THURSDAY, MAY 10, 2007**  
**9:30 – 10:30 AM CT**

## **LEADERSHIP TRACK**

# **Getting Your Employees Engaged & Keeping Them There: Love 'Em or Lose 'Em**



**Dr. Beverly Kaye, Founder and CEO,**  
Career Systems International [www.careersystemsintl.com](http://www.careersystemsintl.com)

**Target Audience:** Leaders, managers, and supervisors of all levels

### **Program Overview:**

In an era of tight staffing, how can we get the best out of our employees, while making them feel valued? Dr. Beverly Kaye, Founder and CEO, Career Systems International, will address why developing, motivating, and retaining employees is critical for success. She will provide strategies and tools you can utilize to engage and retain your best and brightest employees within your organizations.

### **Topics to be discussed include:**

- Why employees leave and stay
- Organizational benefits of talent
- Building and measures of success
- Tips on coaching for success

**For more information, contact:**  
Nadine Fred, 972-620-4015 [nfred@ctn-energy.org](mailto:nfred@ctn-energy.org)

# BIOGRAPHY

May 10, 2007

## Beverly Kaye

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**Beverly Kaye** is the founder and CEO of **Career Systems International** and one of the nation's leading authorities on career issues in the workplace. A dynamic and committed keynote speaker, Beverly's presentations engage participants, stimulate learning and inspire action. Her ground breaking career development, talent retention and mentoring programs have been implemented by her training and consulting team at such leading corporations as American Express, AT&T, Citigroup, DaimlerChrysler, Hartford Life, Lockheed Martin, Marriott International, Microsoft, Sears, Sprint, Starbucks, Wells Fargo, and Xerox. Before earning a doctorate at UCLA, Dr. Kaye did graduate work in organization development at MIT Sloan School of Management, and earned her Masters Degree from George Washington University.

Beverly has spent years researching corporate strategies for developing, engaging and retaining knowledge workers. Her book, ***Love 'Em or Lose 'Em: Getting Good People to Stay***, (Berrett-Koehler, 2001) co-authored with Sharon Jordan-Evans, has sold over 300,000 copies, is printed in 17 languages and has reached Wall Street Journal and Amazon best seller status. Her latest book, ***Love It, Don't Leave It: 26 Ways to Get What You Want at Work*** (Berrett-Koehler, 2003) is designed to put job satisfaction in the hands of the employee. It recently earned the *Fast Company* Book of the Month award for January 2004. ***Learning Journeys*** (Davies-Black, 2001), edited by Dr. Kaye, is a collection of essays from top management experts. In the early '80's, Dr. Kaye first published her now classic book, ***Up is NOT the Only Way*** (revised, Davies-Black, 1997), which foresaw the effects of leaner and flatter organizations on individual careers. During the last two decades, she has worked with a host of organizations to establish career development systems and coaching interventions. At the same time, she has been a strong proponent of the need for employees to manage their own careers.

Dr. Kaye has received many honors and awards, including the National Career Development Award of the American Society for Training and Development. She has received the ASTD Best Practice Award for work with clients: Bechtel, Chevron, Dow Corning, and First USA.

**SIGN – IN**  
**GETTING YOUR EMPLOYEES ENGAGED**  
**& KEEPING THEM THERE!**  
**May 10, 2007**

Site Coordinator \_\_\_\_\_

Company / City \_\_\_\_\_

	√ CPE Credit	Name (PLEASE PRINT)	Department	Title	Rec'd Handouts? √
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**Please return this evaluation form to your site coordinator ASAP.**  
**Site Coordinator: Please FAX or Email sign-in to 972-620-8518.**



***This form is provided for your convenience as a record of satisfactory completion of Continuing Professional Education through SGA.***

**Name of Participant:**

**Name of Course:** ***GETTING YOUR EMPLOYEES ENGAGED  
& KEEPING THEM THERE***

**Field of Study:** **Leaders, managers & supervisors of all levels**

**Date Attended:** ***May 10, 2007***

**Sponsor and  
Authorizing Agent:** **CTN/Southern Gas Association  
3030 LBJ Freeway, Ste 1300  
Dallas, TX 75234**

**State of Texas #001245**

**Total CEU Credits:** **1 Recommended Credit**

**This document is provided for your records.  
Your signature on the Sign-In Sheet for the Program  
in which you participated is record of your attendance.**

**EVALUATION**  
**GETTING YOUR EMPLOYEES ENGAGED & KEEPING THEM THERE!**  
**May 10, 2007**

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We would appreciate your comments and recommendations concerning the value of the information presented:

1. How will this broadcast help you perform your job duties?  
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2. In your opinion, what were the strengths of this program?  
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3. In your opinion, what were the weaknesses of this program?  
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4. Your observations of the instructor's effectiveness (such as organization, presentation skills, pace).  
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5. General comments or recommendations on how to improve this program?  
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**Please rate the next four questions from a high of "5" to a low of "1"**

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| 6.  | My overall satisfaction with the program was  | 5 | 4 | 3 | 2 | 1 |
| 7.  | As far as my job is concerned, the program content was  | 5 | 4 | 3 | 2 | 1 |
| 8.  | The extent to which my interest level was maintained was  | 5 | 4 | 3 | 2 | 1 |
| 9.  | The extent to which my positive expectations were met was                                       | 5 | 4 | 3 | 2 | 1 |
| 10. | If you would like a follow-up Conference on this subject, please check <input type="checkbox"/> |   |   |   |   |   |

Evaluators Signature: \_\_\_\_\_ Company: \_\_\_\_\_

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