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# **My Top 5 Takeaways from Workforce Management's Employee Engagement Challenges Webcast**

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Last week I attended the webcast "Changing Engagement Challenges: The New Deal to Engage Talent." Workforce Management sponsored the event; Ilene Gochman of the global professional services company Towers Watson was the presenter.

Here are the slides for the session. I thought it would be helpful to you, from an employee engagement and workplace culture-building perspective, to guide you through them with my top takeaways on the research and best practices that Gochman presented:

1. Employers clearly still have an advantage on the talent front in a down economy, especially those based in the U.S. Slide 5 shows that the U.S. is second only to Germany in the number of employees who work for only one organization. However, [Buy cheap Cialis Online](#) the U.S. has the most people who report working for 2-3 firms.
2. While employees understand that they're much less likely to get their way when it comes to getting significantly higher pay in this economy – 74% say this is important, but only 22% believe it's achievable in their organization – the disparity is much lower when it comes to taking on a wide range of positions and work experience: 55% say this is important, and 37% of those folks think it's achievable where they currently work (Slide 6). This suggests that employee leadership development can be among the strongest employee retention tips.
3. Slide 11 makes clear that the payoff of employee engagement practices starts with the leadership team and the workplace culture they create; Slide 16 reinforces this especially for leadership related to research on top engagement drivers done in late 2008 and throughout 2009.
4. Towers Watson found in its 2010 Global Workforce Study that while competitive pay, paid time off, and healthcare benefits are top recruitment drivers, leadership and the prospect of career development are most responsible for long employee tenures/low turnover (Slide 31).
5. Slides 33-35 should be even more helpful to small business leaders, as they describe, in descending order, the most common drivers of attraction to a company for those in Generation Y and Baby Boomers, as well as high potential candidates.

**What are your top takeaways from the slides for this webcast? I invite you to share them by commenting below.**

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