

Distinguished Contribution to Workplace Learning and Performance

This award is presented in recognition of an exceptional contribution of sustained impact to the field of workplace learning and performance.



Beverly Kaye

In her early career as a college dean at very prestigious schools, Beverly Kaye watched her students take a passive approach to their careers, as most students believed that all they needed were good grades and a degree from a respected institution. Those observations shaped the work that Kaye has been doing for 30 years as an expert in career planning, employee retention, and engagement.

"I have always believed that individuals should take control of their lives and careers," she says. "We are responsible for our own job satisfaction and engagement." Kaye says that organizations—in the days of the old lifetime employment contract—engendered the passive approach. However, "that went out years ago," she says.

Upon leaving college administration, Kaye earned her doctoral degree at UCLA, composing her thesis on the subject of career development. Its core ideas eventually became part of her first book, *Up is Not the Only Way* (which was published in the early 1980s and has since become a classic).

In it, Kaye foresaw the effects that leaner, flatter organizations could have on individual careers and the subsequent need for workers to take charge of their own careers. That book was instrumental in establishing career development as a professional practice area and Kaye and her company, Career Systems International, as a leader in the field. She has also developed learning solutions for managers and employees to work together to help employees achieve their developmental goals.

Love 'Em or Lose 'Em: Getting Good People to Stay, co-authored with Sharon Jordan-Evans and published in 1999, was Kaye's rallying cry to employers and managers about the importance of employee retention and what they could do to stem the turnover tide. Now in its fourth edition, the book has been translated into 25 languages and has sold more than half a million copies. It emphasizes that it's important not only to retain but also to engage all employees, to get the best return on talent investments. The companion bestseller written to employees, *Love It, Don't Leave It: 26 Ways to Get What You Want at Work* (2003), continued Kaye's theme of taking charge of one's own career.

Kaye is also the co-editor of *Learning Journeys* (2001), a collection of essays from top management. It offers rich lessons on learning to lead, overcoming setbacks, remaining open to change, mentoring, developing self-awareness, and much more. It will be re-published this fall as *Learning Like a Leader*.

She cites Cal Wick, Dick Bolles, Ann Herrmann, Rosabeth Kanter, and Bill Bridges as strong influencers of her work and her career. She collaborated with Marshall Goldsmith on *The Many Facets of Leadership*, which offers insight and guidance for addressing leadership challenges. Collaboration is her preferred way of working, she says, because "doing things alone is not my style."

Kaye has been a leader in developing innovative approaches to mentoring, and has five or six mentors of her own upon whom she relies to help her navigate "forks in the road." She particularly values the advice she receives from younger colleagues in reverse-mentoring relationships.

Kaye was named a "Legend" speaker for the ASTD International Conference and Exposition in 2006. This designation is reserved for "pioneers and prophets in the field of workplace learning and performance" whose ideas have had enduring impact and influence. With her organization, Career Systems International, she is currently finalizing a new and comprehensive learning solution that appeals to all generations and offers multiple methods of delivery in the area of career development that will roll out this fall. CareerPower3.0™ will teach users to power their own careers and then help power others. Kaye says she practices what she preaches, describing herself as a "lover of learning".