

Beverly Kaye

...encourages,
enlightens, equips
and energizes
today's workforce!

Speaks on...

- **Career Planning
& Development**
- **Engagement
& Retention**
- **Employee Involvement
& Satisfaction**

...in the workplace



“Beverly Kaye was instrumental to our success in building a true retention culture.”

—Patricia Stromberg
Macy's West

“Bev’s strategies are reinforcing our healthcare management’s passion to retain our professionals and maintain our human competitive edge.”

— Judith Seiler, Manager, Training & Development
Scottsdale Healthcare

“Bev’s presentation is filled with great ideas, practical tips and her own special blend of humor and professionalism. Everyone is inspired to start working on development programs right away.”

— Paul A. Tichauer, Past President, CEO
Industrial Research and Development Institute

“She was warm, funny, and very steeped in good data and practical tips. Her philosophy matches our corporate core values.”

— Lynn Wilson, Chief Executive Officer
BryanLGH Hospital

“You were a successful addition to our faculty, as you provided your ‘edutaining’ module on retaining top talent. Your style was informative and interactive, optimistic, and energizing.”

— Anne E. Kurzenberger, Past Senior Manager,
Leadership Development & Executive Programs
Lucent Technologies

“Your presentation sharpened our IT leaders’ awareness of the costs of losing talent, benefits associated with retention-focused management strategies and the absolute necessity of winning the war for talent. We saw an increase in responsibility taken by our managers.”

— John Madigan, Vice President
Hartford Financial Services

Beverly Kaye Speaks on Talent!

Career Planning & Development

While issues surrounding development are rated low on most organizational surveys, they rate high among top reasons employees stay with their organizations. All employees care about their career and want to take control. Sometimes, though, they don’t know how and most managers wish these conversations could be easier. Beginning 20 years ago with the publication of her now classic book, *Up Is Not The Only Way*, Dr. Kaye has addressed employee, manager and executive audiences on the topic of career development.

Topics include:

- Up is Not The Only Way: Six Paths for Development
- The Development-Minded Manager: How to Support Employee Growth
- You Want Me to Do What? Career Conversations Made Simple
- Career Development: Puzzle or Plan?
- Mind Your Own Business: Managing your Career
- What To Do When The Ladder is Blocked: Multiple Career Options
- Career Self-Management: A Method for the Madness
- Career Coaching When There’s No Time: Five Essential Skills

Engagement & Retention

Regardless of the state of the economy, organizations need to keep their talent, physically and psychologically. With a 10 million worker shortage by 2010, no organization can afford to remove this subject from their radar screen. Managers must learn how to engage, motivate and retain the talent on their teams. Dr. Kaye’s bestseller, *Love ‘Em or Lose ‘Em: Getting Good People to Stay* provides “how-to’s” for managers who are already overwhelmed. Her specific advice, presented in an interactive speech or keynote, can be immediately implemented.

Topics include:

- Love ‘Em or Lose ‘Em: Keeping the Talent on Your Team
- Beyond Pay... Why Do They Stay?
- Keeping Good People: Engaging the Heart and the Mind
- Help Them Grow or Watch Them Go: Development as a Key Engagement Strategy
- The Talent Mindset: Ten Top Tips
- Winning the Race for Talent: Are You in Shape?
- Once You Get ‘Em... Can You Keep ‘Em?: Retention Strategies for Managers
- Transforming Corporate Culture: Building a Retention Climate

“She left her audiences fired up and excited about taking more responsibility than ever before for developing and retaining talent.”

—Karen Grabow, Past Vice President
Target Stores

Beverly Kaye Speaks on Talent!
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Employee Involvement & Satisfaction

Workplace surveys currently report that employees feel disenchanting, discouraged, and disengaged. If employees are not engaged, they withhold their energy and their commitment. Many stay put. They wait and watch for the economy to shift and opportunities to open. This does no one any good. Organizations lose. Employees lose. Dr. Kaye's recent book, *Love It, Don't Leave It: 26 Ways to Get What You Want at Work* places some responsibility for workplace satisfaction in the hands and hearts of the individual.

Topics include:

- *Love It, Don't Leave It: 26 Ways to Get What You Want at Work*
- *Find What You Want Where You Are*
- *SATISFACTION: You CAN get some!*
- *The A – Z's of Employee Satisfaction*
- *Ownership: You're In Charge*
- *Satisfaction is 50/50 – Are you Holding Up Your End?*
- *Both Sides Now: The Dual Roles of Managers and Employees in the Satisfaction Puzzle*

Beverly Kaye... a name internationally recognized.

Beverly Kaye is one of the most invested, dedicated, knowledgeable and practical professionals in career planning/development, talent engagement/retention and employee involvement/satisfaction. A dynamic and motivational keynote speaker, Bev's presentations engage participants, stimulate learning and inspire action. Her ground-breaking programs, produced by Career Systems International, have been implemented by Fortune 500 companies worldwide.

Dr. Kaye did her graduate work in Organization Development at MIT Sloan School of Management prior to earning her doctorate at UCLA.

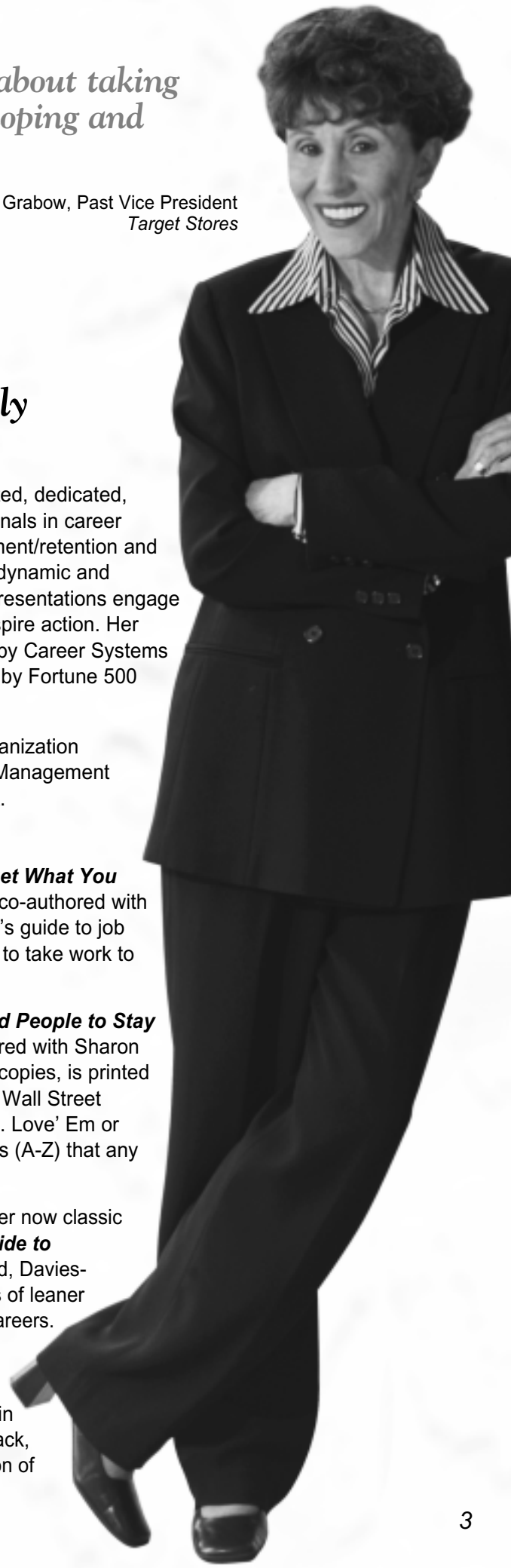
An author, an expert.

Love It, Don't Leave It: 26 Ways to Get What You Want at Work (Berrett-Koehler 2003, co-authored with Sharon Jordan Evans) is an employee's guide to job satisfaction. It offers a myriad of ideas to take work to a new level.

Love 'Em or Lose 'Em: Getting Good People to Stay (Berrett-Koehler 1999, 2002, co-authored with Sharon Jordan Evans) has sold over 300,000 copies, is printed in 17 languages and has reached The Wall Street Journal and Amazon best seller status. *Love 'Em or Lose 'Em* provides 26 simple strategies (A-Z) that any manager can implement today.

In the early '80's, Dr. Kaye published her now classic book, ***Up is NOT the Only Way: A Guide to Developing Workforce Talent*** (revised, Davies-Black, 1997), which foresaw the effects of leaner and flatter organizations on individual careers.

Designing Career Development Systems (Jossey-Bass) was another classic book co-authored by Dr. Kaye in 1986. ***Learning Journeys*** (Davies-Black, 2001), edited by Dr. Kaye, is a collection of essays from top management experts.



SPEAKING ENGAGEMENTS

In addition to addressing hundreds of corporate audiences, Bev has delivered thousands of speeches on a variety of topics at professional conferences worldwide over the past 20 years, including:

American Management Association

American Society for
Training and Development
(National and Regional)

Australian Institute of Management

The Conference Board

The HR Masters

Human Resource Planning Society

Institute of International Research

Institute of Management Studies

Linkage Conferences

Society of Human Resource Management

Training

Training Directors Forum

PARTIAL CLIENT LIST

AT&T

BryanLGH

Compaq Computer Corporation

DaimlerChrysler

Dow Corning

First USA Bank

FleetBoston Financial

Hartford Financial Services

LSI Logic

Macy's West

Marriott Corporation

Microsoft Corporation

PacifiCare Health Systems

Scottsdale Health

Sprint

State of Connecticut

Synopsys, Inc.

Target Stores

United Technologies

Wells Fargo

Prestigious honors and awards...

Dr. Kaye has received many honors and awards including the *National Career Development Award of the American Society for Training and Development (ASTD)*. Over the past several years, she has been awarded the *Best Practice Award from ASTD* for her work with global clients, Bechtel, Chevron, Dow Corning and First USA. Her *Love 'Em or Lose 'Em* video won the esteemed *Platinum-Best of Show Aurora Award in 2000* and she has received *Regional ASTD Speaker of the Year* awards.

In the news...

Frequently called upon by the media as an expert on talent management, Bev has been referenced and featured in a variety of channels such as *The Wall Street Journal*, *The New York Times*, *USA Today*, *Los Angeles Times*, *Chicago Tribune*, *Working Women*, *Fast Company*, *Business 2.0*, *CIO* and *The Washington Post*. She has published numerous articles in a variety of professional publications as well.

Timing is everything...

Speeches can range in duration from 1 to 3 hours. All are customized to meet specific objectives and can be tailored to address all audiences. Woven into Bev's messages on development, retention and satisfaction can be specific challenges and opportunities related directly to an organization's industry (Banking, Healthcare, Retail, Insurance, etc.), audience composition (Executives, Managers, Employees, Human Resources, Business Owners), or targeted to explicit business strategies.



CAREER systems
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