

**Building a Magnetic Culture: How to Attract & Retain Top Talent
to Create an Engaged, Productive Workforce**

To become the best in the business, it is essential to employ the best people. But how do employers build a staff that is ready and able to take an organization to its next level? Inspired by the best-selling book, this dynamic keynote focuses on how to attract talented employees to the workplace, empower them, and sustain an environment in which they are more likely to stay.

Topics covered include:

- Redefining Employee Engagement
- The bottom line benefits of employee engagement
- Recruiting: The Right Hire
- The Top 10 Engagement Drivers and the related Best Practices
- The importance of embracing diversity & inclusion
- The missing "secret sauce" - FUN

Creating an environment of shared ownership for engagement

Drawing on years of research and real-world examples from his consulting experience Kevin Sheridan gives you the strategies and tactics to transform your organization by creating and maintaining a Magnetic Culture.



Objective(s):

1. Redefining and updating the concept of Employee Engagement.
2. Avoiding the single biggest mistake organizations make vis-à-vis Employee Engagement.
3. Revealing the top drivers of Employee Engagement, as well as the best practices of some of these top drivers.

Program Details

April 17, 2019

8:30 am Registration Begins
9:00 am Program Begins
11:15 AM Program Ends

Location:

Courtyard by Marriott
901 Raintree Rd, Mankato

FREE SMAHRA Member
\$50 Non-SMAHRA Member
FREE SMAHRA Students
\$15 Non-SMAHRA Students

Registration and Pay Online

<https://smahra.org>
Register by April 16

Kevin Sheridan is an internationally-recognized Keynote Speaker, a New York Times Best Selling Author, and one of the most sought-after voices in the world on the topic of Employee Engagement. For five years running, he has been honored on Inc. Magazine's top 101 Leadership Speakers in the world, as well as Inc.'s top 101 experts on Employee Engagement. He was also honored to be named to The Employee Engagement Award's Top 100 Global Influencers on Employee Engagement of 2017.

Kevin received a Master of Business Administration from the Harvard Business School, concentrating his degree in Managerial Decision-making, Strategy, Human Resources Management, and Organizational Behavior.

HRCI and SHRM Certification Credits

This event is pre-approved for 2 General credits for SHRM-CP, SHRM-SCP recertification. We are a SHRM Preferred Recertification Provider.



The use of this seal confirms that this activity has met HR Certification Institute's (HRCI) criteria for recertification credit pre-approval. This Activity has been approved for 6.50 HR (General) recertification credit hours toward aPHR, PHR, PHRca, SPHR, GPHR, PHRI, and SPHRI recertification through HR Certification Institute (HRCI).

