



Help Them Grow or Watch Them Go: Career Conversations Employees Want

Beverly Kaye, Julie Winkle Giulioni

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Study after study confirms that career development is the single most powerful tool managers have for driving retention, engagement, productivity, and results. Nevertheless, it's frequently back-burnered. When asked why, managers say the number one reason is that they just don't have time—for the meetings, the forms, the administrative hoops.

But there's a better way. And it's surprisingly simple: frequent short conversations with employees about their career goals and options integrated seamlessly into the normal course of business. Beverly Kaye, coauthor of the bestselling *Love 'Em or Lose 'Em*, and Julie Winkle Giulioni identify three broad types of conversations that will increase employees' awareness of their strengths, weaknesses, and interests; point out where their organization and their industry are headed; and help them pull all of that together to design their own up-to-the-minute, personalized career plans.

Help Them Grow or Watch Them Go is filled with practical tips, guidelines, and templates, as well as nearly a hundred suggested conversation questions.

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