



***Love 'Em or Lose 'Em* by Beverly Kay and Sharon Jordan-Evans**

Think you might want to read this book?

In *Love 'Em or Lose 'Em*, Beverly Kaye and Sharon Jordan-Evans walk the reader through the process of appreciating, learning from, and retaining top employees. The writing duo uses twenty-six alphabetical concepts to help leaders proactively and intentionally keep those who enrich the culture of the team. Employers who are more interested in retaining quality rather than retraining quantity are sure to find a handful of nuggets to get them thinking about continuously “re-recruiting” their best people. *Love 'Em or Lose 'Em* warns us: “If you’re not recruiting your best people, you’re the only one who isn’t.”

What would Socrates ask?

- Do we share a consistent stream of external educational information, such as blogs, books, and articles with our administrative teams and teachers?
- Should you proactively seek other job opportunities for those who report to you, even if it means some of them leave your team of educators?
- How can we most efficiently and effectively connect like-minded educators within our schools? Region? Country? World?
- What is the ideal stage for teachers and administrators to introduce their self-evaluation into the evaluation process? Beginning, middle, or end?
- What if we allowed all teachers and administrators to hypothetically “job sculpt” as part of the professional growth process?
- Think about the last time you had fun at work, what made it fun and why doesn’t it happen more often?
- How do we best support those with low Emotional Quotient and/or Adversity Quotient?

Relevant Statistics

- “Kids laugh, on average, 400 times/day. Adults, 12.”
- Decades of research show that 40 hours of work in a week is the sweet spot. Working more than 40 hours increases productivity but only for three to four weeks and then it’s detrimental. “
- “In six of the top ten most competitive countries in the world, it’s illegal to demand more than a 48 hour workweek.”

Concepts

- Just asking “what you can do” has positive side effects in terms of effort and loyalty.
- Think of pay as a “hygiene factor,” if it isn’t there, people will notice.
- Major studies show that the relationship with one’s direct report is the strongest driver in deciding to stay or to leave.

- High levels of trust from a direct report will equal high levels of respect from those who work for them and increased effort/loyalty to the organization.
- Learn to distinguish between “psychological turnover,” in which people stay, but mentally check out versus “regrettable turnover” - they are both costly.
- Employees who have a boss who seeks out new opportunities for them sometimes end up more loyal than before the process.
- “When your employees come to you with new ideas, concepts, or rule breakers, they want to hear, “You’ve got a point,” “Let’s give it a try,” or “Maybe that will work.”
- Try to welcome questions and innovative thoughts at any time and on any topic.
- When challenge, growth, meaningful work, a good boss, and recognition disappear, so do people.
- Be aware of inner space, which is your emotional/mental environment and outer space, which is your physical environment and make sure people are comfortable.
- Many managers have cited that when telecommuting happens, productivity and morale go up while turnover and real estate go down.
- There is value in allowing, and even encouraging sabbaticals.
- People consistently report that what they want more of from their direct report is feedback.

Quotes from the author

- “Engaging and keeping your talent is a process, not an event.”
- “Most retention experts agree that replacing key talent will cost you two times their annual salaries. And, replacing those with specialized skills, known as “platinum” workers will run four to five times their annual salary.”
- “What your employees really want are two-way conversations with you to talk about their abilities, choices, and ideas.”
- “The one behavior that talented people seldom tolerate for long is disrespect.”
- “... not all those who say they want vertical moves will leave if they don’t get them. But they will leave, physically or psychologically, if they are not challenged, growing, and having new experiences.”
- “Your talented people feel they count when you share information with them.”
- “As a manager, when should you share information? The sooner the better.”
- “Never use information withholding as a power tool.”
- “... most of us want and need colleagues to think with, work with, and create with.”
- “People with mentors are twice as likely to stay.”

Quotes from others

- “Always do what is right. It will gratify most of the people, and astound the rest.” - Mark Twain
- “(in the future) ... you will have to lead with ideas, not be controlling information.” - Jack Welch
- “Half the leaders I have met don’t need to learn what to do. They need to learn what to stop.” - Peter Drucker

- “So many otherwise able managers act as if compliments come out of their bank accounts.” - Warren Bennis

Implement tomorrow?

- Ask those who report to you, “What do you want to learn this year?”

Organizations/schools working on answers

- [GoROWE](#)

Gateways to further learning

- [5 Thing Successful Companies Do to Retain Top Talent](#)
- [10 Ways to Retain Your Great Employees](#)

Referenced books with the potential to impact leading and learning

Author(s) Last Name	Title
Stack, et. al.	<i>The Great Game of Business</i>
Stack & Burlingham	<i>A Stake in the Outcome</i>
Pearson & Porath	<i>The Cost of Bad Behavior: How Incivility Is Damaging Your Business and What to Do About It</i>
Goldsmith & Reiter	<i>What Got You Here Won't Get You There</i>
Adams, et. al.	<i>Change Your Questions, Change Your Life</i>
Bossidy, et. al.	<i>Execution: The Discipline of Getting Things Done</i>
Catell, et. al.	<i>The CEO and the Monk</i>
Kouzes, et. al.	<i>The Leadership Challenge</i>
Wiseman, et. al.	<i>Multipliers</i>

The applicability of this book to education is



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