

**Video Title:** Beyond Retention: Creating a Workplace Where Everyone Thrives

**Target Audience:** The target audience is new managers with 2 years or less of leadership experience at ConnectHub Solutions.

### **Learning Objectives:**

1. Explore the importance of employee retention for organizational success.
2. Examine what makes an effective onboarding and upskilling program for employee retention.
3. Interpret effective strategies that promote work-life balance.
4. Use skills in effective communication and feedback to foster positive employee-manager relationships.

### **Outline:**

- Title Slide
  - Why is employee retention important for organizational success?
    - Cost savings
    - Productivity and performance
    - Employee Morale
    - Customer Satisfaction
    - Culture and stability
  - Effective Onboarding & Upskilling Program
    - Set up for success from the start
    - Teach new employees about the job and company culture and how they can contribute to it
    - Invest in future professional development (conferences, tuition reimbursement, pay for continuing education)
    - Succession planning: identify key roles, assess high potential employees and develop a talent pipeline, to fill critical leadership positions within an organization.
  - Work Life Balance System
    - Encourage employees to set boundaries and take vacations
    - Provide comp time for extended hours
    - Flexible work arrangements (working remotely, hybrid)
    - Provide wellness offerings (gym memberships, stress management programs)
  - Effective Communication
    - Be approachable (maintain open door policy)
    - Provide timely, positive communication across your team
    - Proactively connect with each team member
    - Discuss short and long term goals frequently with team members
    - Deliver constructive feedback
    - Discuss potential career advancement opportunities and formulate a plan on how to achieve those goals
  - Summary

**Characters:** None



**Color Palette:**

**Seat Time:** 5 minutes

**Directions for Reviewer(s):**

**Global Comments:**

- The font used throughout the entire video is Montserrat Bold.
- The font color used universally is white.
- For any graphics that white font would not contrast well with, the dark olive green palette color was used for the text.

<b>[Title]</b> Beyond Retention: Creating a Workplace Where Everyone Thrives			
<b>Visuals/Graphic</b>	<b>Script/Audio</b>	<b>Programming/Animation Notes</b>	<b>Comments</b>
 Beyond Retention: Creating a Workplace Where Everybody Thrives	Beyond Retention: Creating a Workplace Where Everyone Thrives	Slide Entrance Transition: Fade In and exits with a fade at conclusion of music.  Transparent Rectangle Title Bar will appear 2 seconds after the background photo appears with title of video.  Slide will also have background music: Driving Electric Drama for first 7 seconds of video.  The music has a fade out transition at the end.	

## 1. [Title] Why is Employee Retention Important for Success

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	<p>Picture this: A garden flourishing with vibrant colors, alive with the buzzing of bees and the gentle rustle of leaves in the breeze. Each flower stands tall, reaching for the sun, its petals unfurling in a dance of growth and vitality. But what's the secret behind this flourishing garden? It's not just about keeping the plants alive—it's about creating an environment where they can thrive.</p> <p>Welcome to "Beyond Retention: Creating a Workplace Where Everyone Thrives." In this transformative training, we'll show you how to cultivate a workplace that's more than just a paycheck—it's a fertile ground for personal and professional growth, where every employee can bloom to their fullest potential.</p> <p>Gone are the days of merely holding onto employees by a thread. Instead, we'll delve into the art of nurturing talent, fostering a culture of engagement, and sowing the seeds of success. Together,</p>	<p>Video enters at 7 seconds and plays with audio until 27 seconds. At 27 seconds, the graphic changes to 4 team members collaborating together.</p>	
			

	let's cultivate a workplace where everyone—not just survives, but thrives.		
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2. [Title] Why is Employee Retention Important for Success			
Visuals/Graphic	Script/Audio		
	<p>One reason retention is important is for cost savings, as well as productivity and performance. You will save money not having to onboard new employees. If your employees are seasoned veterans, they are likely to perform more successfully in higher volume, producing goods of higher quality. Their performance is more likely to be consistent across the board, displaying your organization to customers and other stakeholders in a positive light.</p>	<p>Begins at 57 seconds into the video.</p> <p>Slide zooms into 2 employees' faces in the center of the slide slowly for the duration of the slide.</p>	

3. [Title] Why is Employee Retention Important for Success			
Visuals/Graphic	Script/Audio		
	<p>Caring about your employees' well-being will promote employee morale. Employee morale ties into productivity and performance, which results in cost savings. Employees who are happy and feel like they work for a</p>	<p>Begins at 1:20 time stamp of the video.</p> <p>The words "Employee Morale" are centered on the scene at the beginning of the slide. They are assigned an implode behavior for effect.</p>	

	company who values them will put forth extra effort to help their company shine.		
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#### 4. [Title] Why is Employee Retention Important for Success

Visuals/Graphic	Script/Audio		
	<p>In addition to employee morale, customer satisfaction is top priority. When employees are happy, that will trickle down to the customers. Employees will go above and beyond to provide top notch service to the customers, backed by a strong foundation of knowledge. This, in turn, will provide stability within your customer base.</p>	<p>Begins at the 1:35 time stamp of the video.</p> <p>A rectangle call out that is set at 50% opacity enters at the beginning of this scene. The callout has the words "Customer Satisfaction". It has a "fly-in" effect. The rectangle is centered over the blurred faces in the background.</p>	

#### 5. [Title] Why is Employee Retention Important for Success

Visuals/Graphic	Script/Audio		
	<p>Creating a culture of stability fosters trust and communication within an organization between an employee and the organization's leadership. When employees trust that their jobs are secure and that the company has a clear direction, they are more likely to collaborate effectively and contribute positively to team efforts.</p>	<p>Video clip is shown. Begins at the 1:53 time stamp of the video.</p>	

## 6. [Title] How Can an Organization Promote Employee Retention?

Visuals/Graphic	Script/Audio	
 <b>How Can An Organization Promote Employee Retention?</b>	<p>One way an organization can promote employee retention is to create an effective onboarding and upskilling program. This is important for a variety of reasons:</p> <ul style="list-style-type: none"> <li>• It sets your employees up for success from the start. Your employees come in learning everything they need to succeed and feel more confident in starting the job.</li> </ul>	<p>Slide transition: Fade in at 2:08 timestamp of video.</p> <p>Place a square callout shape at the bottom of the slide to cover the black area. Fill it with gray palette color and use white text.</p>
 <b>It sets your employees up for success from the start</b>	<ul style="list-style-type: none"> <li>• Effective onboarding teaches your new employees about the job and company culture and how they can contribute to it, helping to develop a sense of pride for the company they are joining.</li> </ul>	<p>Callouts are timed with audio. Each callout coincides with each bullet point of text.</p> <p>Scene begins with title slide which fades out with the entrance of callout #1.</p>
 <b>Effective onboarding teaches new employees about the job and company culture</b>	<ul style="list-style-type: none"> <li>• For current employees, invest in future professional development. This includes providing the opportunities for your employees to attend conferences and offering tuition reimbursement. This will provide your employees with the means to upskill and add value to your company.</li> </ul>	<p>Callout #1 fades in at 2:16 of this scene and fades out with the entrance of callout #2.</p> <p>Callout #2 fades in at 2:25 of the scene and fades out with the entrance of callout #3.</p> <p>Callout #3 fades in at 2:34 of the scene and fades out with the entrance of callout #4.</p>
 <b>For current employees, invest in future professional development.</b>		<p>Callout #4 fades in at 2:49 of the scene and fades out with the audio at the end of the scene at 2:58.</p>

 <p>Succession Planning: Recognize your high performing employees for promotion</p>	<ul style="list-style-type: none"> <li>Succession planning: Recognize and identify your high performing employees for promotion. Offering opportunities for advancement will show that you value those employees' contributions to your organization.</li> </ul>		
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Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
 <p>Encourage employees to set boundaries and take vacations</p> <p>Provide comp time for extended hours</p> <p>Provide comp time for extended hours</p>	<p>Employee burnout is common in most corporations. It is crucial that organizations recognize this as an integral part of employee retention and promote ways for employees to have a positive work-life balance. Some ways you can create and offer your employees a work life balance system are:</p> <ul style="list-style-type: none"> <li>Encourage employees to set boundaries and take vacations</li> <li>Provide comp time for extended hours</li> <li>Allow for flexible work arrangements, such as work from home or hybrid setups, where the employee works in the office a few days a week and is given the opportunity to work</li> </ul>	<p>Scene begins at time stamp 2:59.</p> <p>Place call out over back of laptop screen and fill with light blue palette color. Each bullet point of text is timed with the audio to appear in the dark olive palette color.</p> <p>Callout #1 appears at time stamp 3:15 aligned with audio.</p> <p>Callout #2 appears at time stamp 3:19 aligned with audio.</p> <p>Callout #3 appears at time stamp 3:22 aligned with audio.</p> <p>Callout #4 appears at time stamp 3:32 aligned with audio.</p> <p>At 3:36, the slide of the stressed worker transitions out with a checkerboard transition and the picture of the happy worker appears.</p>	

	<p>from home the remaining days.</p> <ul style="list-style-type: none"> <li>• Provide wellness offerings, such as gym memberships and stress management programs.</li> </ul> <p>Your corporation will reap the benefits of having happier, healthier employees.</p>		

## 8. [Title] Effective Communication

Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	<p>Communication is of the utmost importance in any relationship, including the employee/leadership relationship. Some strategies to implement to enhance communication in your corporation include: Being approachable- maintain an open door policy and be receptive to any</p>	<p>Scene begins at time stamp 3:40.</p> <p>There is a fade entrance transition from the first visual to the second visual in this scene at time stamp 4:01.</p> <p>There are circle shaped callouts of a palette color that pop up with each strategy, timed with the VO.</p>	

	<p>thoughts or concerns from your employees. Provide timely, positive communication across your team. Proactively connect with each team member. Finding common interests and valuing each employee shows that you value them beyond what they can do for your company. Discuss short and long term goals frequently with team members. This demonstrates to them that you take an active interest in their future in your organization. Deliver constructive feedback to your employees. Provide feedback that doesn't overly criticize and puts them down, but will help them grow.</p>
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9. [Title] Summary			
Visuals/Graphic	Script/Audio	Programming/Animation Notes	Comments
	<p>Step into a workplace transformed: "Beyond Retention: Creating a Workplace Where Everyone Thrives." As we close our journey together, remember that nurturing talent isn't just about holding onto employees—it's about cultivating an environment where they can truly flourish.</p>	<p>Scene begins at time stamp 4:25.</p> <p>Transition at beginning and end of scene: Fold open/fold shut</p> <p>Music: Driving Electric Drama begins coinciding with end of audio at time stamp 4:55.</p>	

	<p>By embracing growth, fostering engagement, and prioritizing each individual's success, we're not just building a team; we're creating a community where everyone has the opportunity to thrive. Let's continue to cultivate greatness together, ensuring that our workplace remains a vibrant garden of talent and possibility.</p>	<p>Music fades in and out upon entrance and exit of video.</p> <p>Slide visual folds shut the last 5 seconds of scene.</p>	
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