**Employee Retention Road Map GOALS & TOOLS** What information and direction are you giving your employees? Does your culture emphasize reward for a job well done or a punishment for mistakes? CARROT WHIP Do you have employees that are driven by reward or consequences? **COMMUNICATION** If you lead by the WHIP you can only retain employees with compensation. If you lead by reward and learn through open communication you can find Look at ways to motivate your how they treat others, employees and wanting to stay. what they complain about, what they smile about, and what they ask for. **LOOKING FOR LOOKING FOR LOOKING FOR A MENTOR A CHALLENGE A BUDDY OPPORTUNITY SECURITY** Employees that feel secure, trusted and respected will seek new opportunities for internal and external gratification. **TRUST RESPECT** Employees that feel watched and excluded will chase the money and leave at the first opportunity for more compensation. **COMPENSATION**