

# HOW TO BETTER MOTIVATE & RETAIN TOP TALENT

Top-performing employees are a critical force at your company, capable of **400 percent greater productivity** than the average worker (Personnel Psychology). Managers play a big role in whether top performers stay, either helping them flourish or holding them back; so, **don't be the latter**... Here are some tips for providing more flexible and engaging feedback to retain and motivate top talent:

## 1. MENTORING PROGRAMS

- Train top talent for higher roles
- Help employees form a full understanding of the industry and the company
- Employees feel the company is committed to their success when mentored

## 2. avoid micromanaging

- No one wants to be micromanaged
- **Smart managers want to learn from employees:** learn how they create processes that save time and increase day-to-day output
- Conversations about their personal methods encourage continued innovation

## 3. regular feedback

- Top players often go above and beyond
- **They don't want to wait** for assurance, so make feedback more frequent and genuine
- Communicate—they want to know you care if they stay stagnant or exceed expectations

## 4. embrace career pathing

- Impact players leave because **there isn't room to grow** within the company
- Give them ownership over their careers by agreeing on road maps for promotion
- This will help boost employee engagement and improve succession planning

## FOUR EASY STEPS



71%

Fortune 500

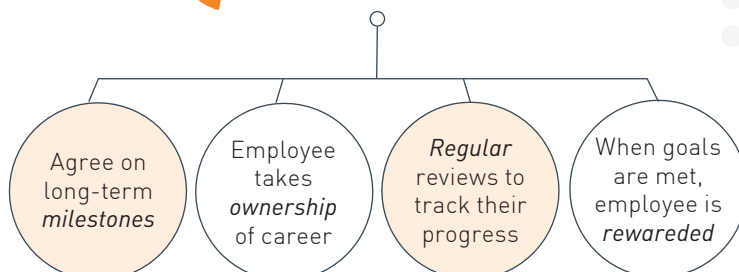
companies utilize  
internal mentoring  
programs to train

TOP  
PERFORMERS

with

HIGH  
POTENTIAL

## CAREER PATHING IN A NUT SHELL



-American Society for  
Training & Development