



**GCAA**

GEORGIA  
CONSTRUCTION  
AGGREGATE  
ASSOCIATION

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# Retention

Once you've got 'em; how do you keep 'em??

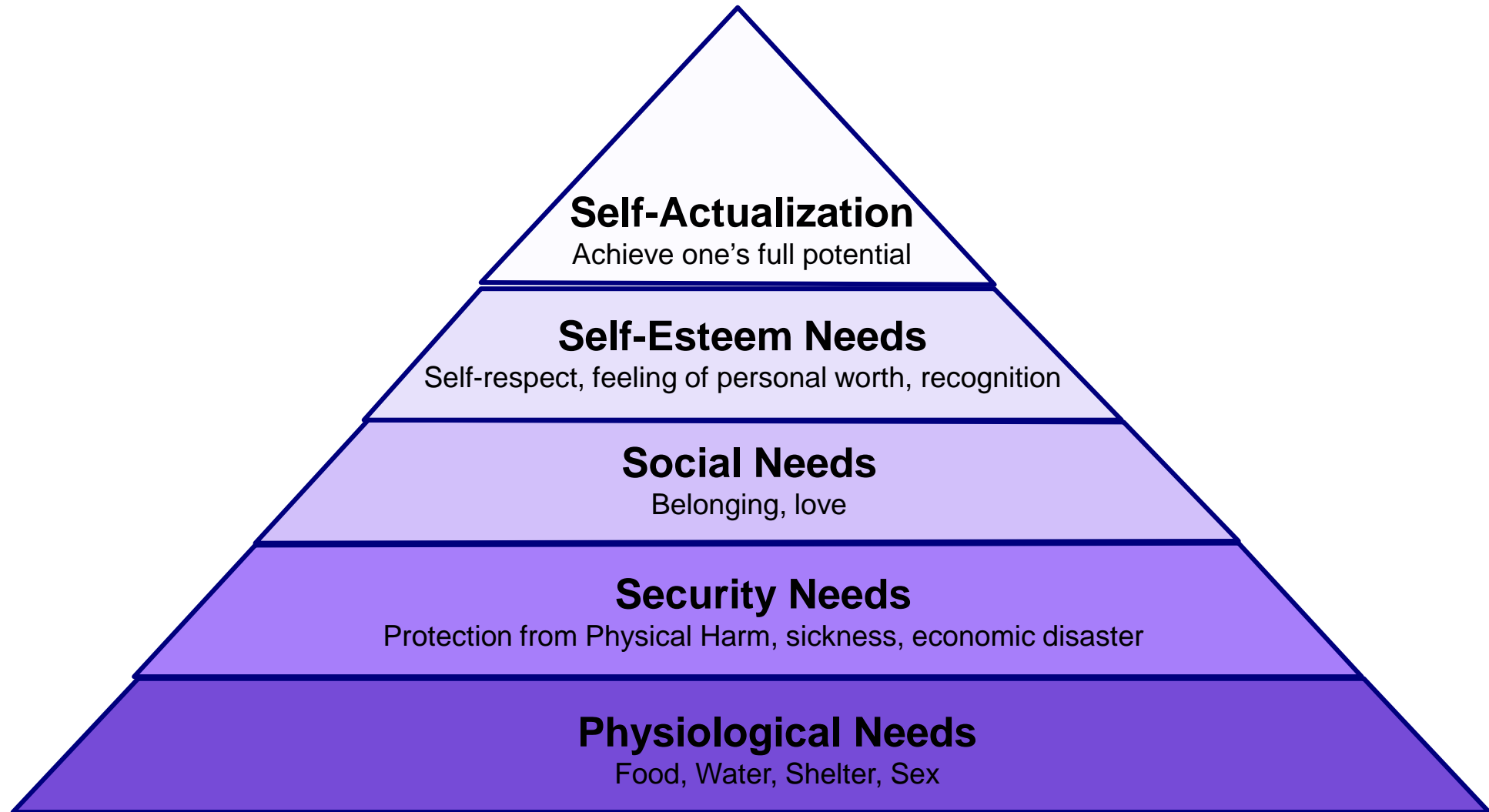
# Different Strokes for Different Folks!!\*

- There are many ways to retain employees
  - But not many work for every employee
- Abraham Maslow's "Hierarchy of Needs"



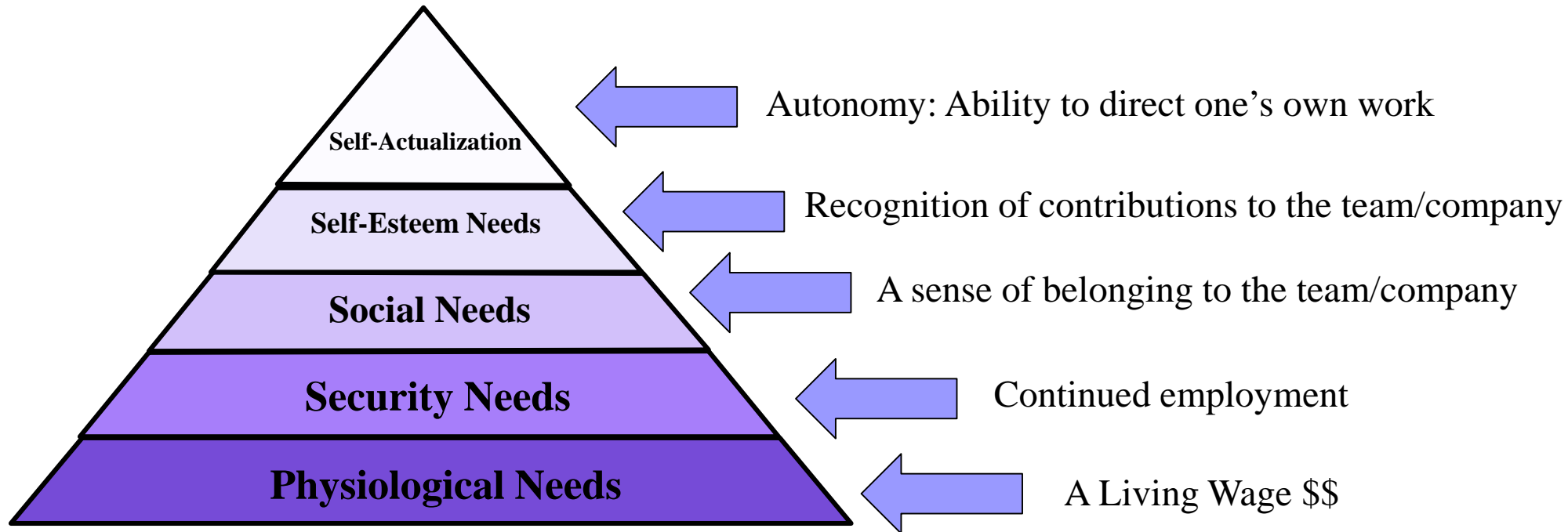
\* "Leadership and the One Minute Manager" Ken Blanchard

# Maslow's Hierarchy of Needs



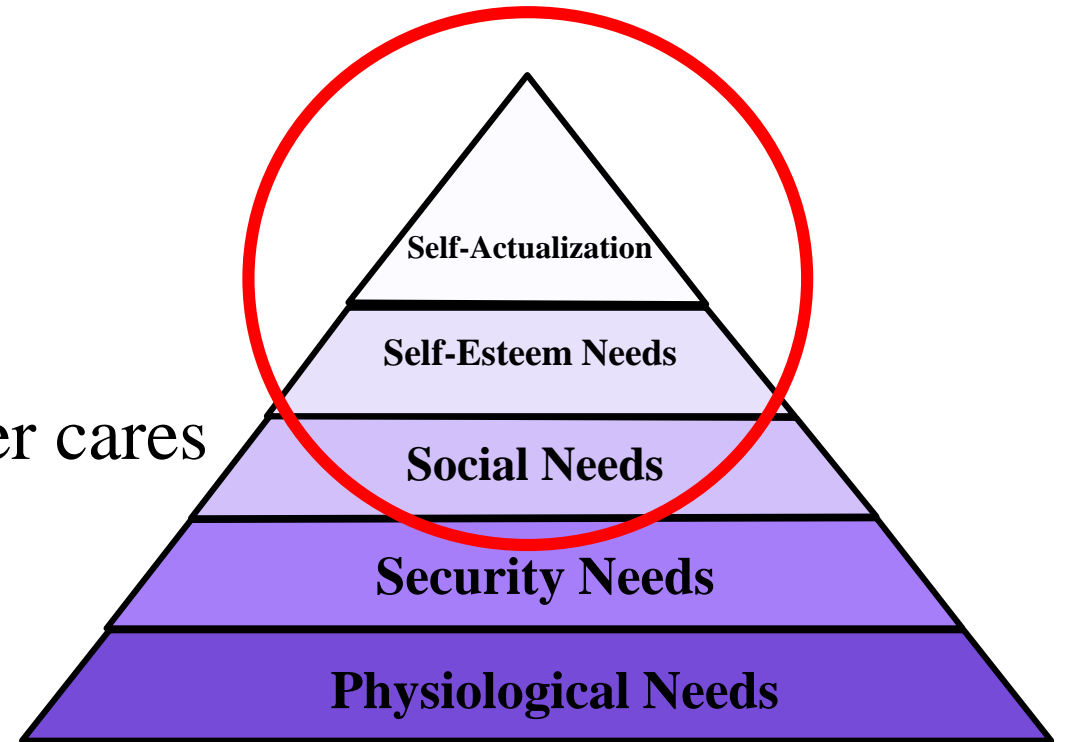
# Hierarchy of Workplace Needs

**“Different Strokes for the Same Folks!!”**



# Engagement

- Engagement = “Caring”
  - Employee feels like his/her employer cares
  - Employee cares about the employer
- Addresses the “Higher” Needs
  - “Lower” needs must be met first!!
- An “Engaged” employee is very likely to stay!!



# Retention Strategies

- What are you doing to keep your good employees?
- How are you meeting their needs?

