



Reduce turnover with a

MICRO-LEARNING VIDEO SERIES.





THE RETENTION EXPERTS.

That's All we do!

When your teams are swamped plugging the holes left by excessive turnover, it's hard to ask them to prioritize training on top of everything else.

But what if you had the tools to empower your people to excel and grow *even amidst* today's workforce time constraints?

Our on-demand **Micro-Learning Video Series** packages fit into your team's day without overwhelming your already stretched-thin staff with bite-sized, easily-actionable content.

Make every moment count with micro-learning.

WHAT CLIENTS SAY...

*"Magnet Culture's
no non-sense approach
to employee retention is
both refreshing and
realistic."*

- Al Cornish
Chief Learning Officer,
Norton Healthcare

Designed for managers & front-line staff.



The Micro-Learning Video Series were created by the authors of **Staying Power!**

THE CONVENIENCE YOU NEED

to reduce turnover.

WORKFORCE RETENTION VIDEO SERIES

Give your **managers** the on-demand training they need to create places people want to work.

TOPICS INCLUDE:

- Communicating Your Expectations
- Why People Leave When
- The M.A.G.N.E.T. Framework
- Stay Interviews
- Coaching
- Team-Building
- *See the full list of topics below!*

HIT THE M.A.R.K. PROFESSIONALISM VIDEO SERIES

Frontline staff rarely get the same development opportunities as leadership.

Covering a variety of professionalism missteps, this series gives employees the professionalism training they need on-demand and empowers employees to offer high-quality service to your clients.

TOPICS INCLUDE:

- Professionalism
- Offering solutions
- Respecting experience
- Being kind
- Staying positive
- *See the full list of topics below!*

PROGRAM INCLUDES:

- 26, 2-3 minute videos
- Facilitator's guide
- Participant worksheet

WATCH A SAMPLE VIDEO!

PROGRAM INCLUDES:

- 17, 2-8 minute videos
- Discussion questions

WATCH A SAMPLE VIDEO!

Consider this 

Imagine a future where, utilizing short and highly-actionable training videos, your already-scheduled staff meetings become the cornerstone of growth and development at your organization.

Choose to make every moment count with micro-learning.

Bundle both video packages for an organization-wide micro-learning initiative that maximizes training and development efficiency from the top down.

HIT THE M.A.R.K. PROFESSIONALISM VIDEO SERIES

Catalog

Title	Description
Who Defines "Professionalism" Today? Understanding Others' Expectations	<ul style="list-style-type: none"> Professionalism varies with attire and personal style, Is influenced by workplace norms, And spans traditional to contemporary views.
Watch Your Mouth: Know Your Audience to Communicate More Effectively	<ul style="list-style-type: none"> Understand your audience's language preferences. Use workplace-appropriate expressions. Communicate effectively to uphold professionalism.
Think Before You Speak: Anticipate How Your Messages Will Be Perceived	<ul style="list-style-type: none"> Consider an audience's communication style and needs. Tailor message with stories or data. Ensure resonance and meet expectations.
Thumbs Up Using Emojis Appropriately	<ul style="list-style-type: none"> Reflect professional communication norms. Mirror language and punctuation preferences. Adapt to the styles of those around you.
Email, Text or Phone: Choose the Most Effective Channel	<ul style="list-style-type: none"> Choose the most effective communication channel. Understand generational preferences. Tailor medium to context and expectations.
Impatience Will Get You Nowhere: Pay Your Dues (But Not Forever)	<ul style="list-style-type: none"> Embrace initial job roles for learning and improvement. Mastery and industry fluency require patience. Avoid haste for progress.
Listen More: We Have Two Ears & One Mouth for a Reason	<ul style="list-style-type: none"> Prioritize understanding over being heard. Listen more to learn. Utilize two ears for effective communication.
Your Online Presence: Status Updates Stay With You	<ul style="list-style-type: none"> Consider your online presence's perception. Post with discretion, imagining your boss's view. Content shared online may remain indefinitely.

HIT THE M.A.R.K. PROFESSIONALISM VIDEO SERIES

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Title	Description
Respect Experience: Learn from More Seasoned Colleagues	<ul style="list-style-type: none"> • Learn from seasoned colleagues. • Ask insightful questions about past outcomes. • Utilize their wisdom for solutions.
Stay Positive: Choose Your Attitude Every Single Day	<ul style="list-style-type: none"> • Choose a positive attitude daily. • Focus on responding with positivity and curiosity. • Avoid criticism amidst life's challenges.
Fear Not: Speak Like a Pro	<ul style="list-style-type: none"> • Believe in your message. • Prepare key points. • Speak calmly and confidently.
Build Your Network: It Matters Who Knows You	<ul style="list-style-type: none"> • Engage in meaningful interactions. • Foster one-on-one meetings. • Recognize the importance of relationships in business.
Offer Solutions: Proactively Solve More Problems	<ul style="list-style-type: none"> • Propose solutions proactively. • Leverage unique insights. • Collaborate with team or leader for evaluation.
Don't Lose Credibility: Common Missteps to Avoid	<ul style="list-style-type: none"> • Emulate successful peers' demeanor. • Avoid eye-rolling or losing your temper. • Remain composed for credibility and respect.
Above All, Be Kind: Avoid Negativity in the Workplace	<ul style="list-style-type: none"> • Prioritize kindness to foster positivity in the workplace. • Combat negativity by promoting inclusivity and respect. • Redirect conversations from complaints to gratitude.
Each Customer Has a Story: Walk a Mile In Their Shoes	<ul style="list-style-type: none"> • Practice empathy by considering others' perspectives. • Avoid making assumptions and ask questions instead. • Recognize the impact of behaviors in customer interactions.

HIT THE M.A.R.K. PROFESSIONALISM VIDEO SERIES

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Title	Description
Leave It At the Door: Separating Personal and Professional Focus	<ul style="list-style-type: none"> • Set boundaries for work-life balance. • Request no calls or texts during work hours. • Maintain undivided attention for work responsibilities.
Get Noticed - For All the Right Reasons	<ul style="list-style-type: none"> • Maintain a respectful, team-oriented attitude. • Enhance communication skills and seek mentorship. • Show commitment through early arrival and focused work.
Talk Don't Text: Understanding the Power of Human Connection	<ul style="list-style-type: none"> • Face-to-face conversations build stronger connections. • Choose personal interaction over text or email. • Walking to coworkers' desks shows engagement.
Time to Grow: Take Professional Development Into your Own Hands	<ul style="list-style-type: none"> • Own your professional development. • Seek mentorship and put in the work. • Utilize online resources & industry publications for growth.
Guess What I Heard: Guard Against Toxic Gossip	<ul style="list-style-type: none"> • Avoid "I bet" or "I heard" to prevent gossip. • Verify information before sharing. • Encourage direct communication to resolve issues.
Polish Your Image: Put Your Best Foot Forward	<ul style="list-style-type: none"> • Observe polished individuals for cues. • Opt for low-maintenance clothing. • Prioritize work-appropriate attire.
Think Big Picture: Focus on Why vs. How	<ul style="list-style-type: none"> • Emphasize the "why" over "how" in different approaches. • Maintain focus on the bigger picture when tackling tasks. • Prioritize unity and quality of work over individual preferences for effective teamwork.
I Want to Be Heard: Present New Ideas Successfully	<ul style="list-style-type: none"> • Craft your message to present new ideas successfully. • Use the PAR strategy: Problem, Action, Result. • Seek feedback before group meetings.

HIT THE M.A.R.K. PROFESSIONALISM VIDEO SERIES

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Title	Description
Lead at Any Level: Even When No One is Watching	<ul style="list-style-type: none"> • Embrace leadership regardless of official title. • Lead by example, even in small actions. • Remember that actions influence workplace culture.
Keep Them Happy: Every Department is Customer Service	<ul style="list-style-type: none"> • Foster a customer-centric mindset across all departments. • Empower staff to solve problems and assist others. • Share knowledge to improve customer service.
It's My Pleasure: The Way You Respond Matters	<ul style="list-style-type: none"> • Consider expectations when responding to gratitude. • Remember the importance of your response to customers. • Adapt your response to meet the preferences of others.

WORKFORCE RETENTION SERIES VIDEO LIST

Introduction to the Employment Market

Do You Know Your People?

Communicate Your Expectations

Why People Leave When &
How to Identify Potential "Escape Routes"

Introduction to M.A.G.N.E.T. Strategies

M- Management Effectiveness

A- Attraction & Recruiting

G- Guidance Upon Entry

N- New Staffing Models

E- Empowered Champions

Stay Interviews

Coaching

Team Building Activity -
Mentoring Minute at Team Meetings

Stop Allowing Your Staff to Eat Their Young!

Tenure-Based Incentives - Carrots

Down at Halftime

EXPERT CONTENT

& trainers.

Built by workforce thought leader, **Cara Silletto, MBA, CSP**, this program is taught by expert facilitators who share best practices from the hundreds of companies Magnet Culture has worked with to reduce unnecessary employee turnover.

The team conducts **150+ engagements annually** for organizations globally.

*Workforce Magazine named Cara a "**Game Changer**" and Recruiter.com listed her in their "**Top 10 Company Culture Experts to Watch**" list.*



Learn more at MagnetCulture.com.

