



# JORDAN EVANS GROUP

## Speaking Information

*"Fast, friendly, vibrant, customized, funny and effective! Sharon delivers real-world ideas, updates and solutions and is a guaranteed homerun every time."*  
~ American Program Bureau

## Sharon Jordan-Evans

*Fortune 500 companies, such as Southwest Airlines, Boeing, Cheesecake Factory, and Monster, hire Sharon to inspire and educate their top level leaders and employees.*

### How It Begins

More often than not, an HR executive, event planner, or speaker's bureau professional has read one of Sharon's books, or has heard about one of her recent speeches, and phones Sharon about speaking at an event.

During the call, Sharon will want to know about the organization, its culture, and it's goals. She'll also want to know about the event itself. What's the theme? Who'll be attending? What does the organization hope to gain from the event?

She'll then ask to speak with some of the organization's key executives, so she can learn about their visions and expectations.

From all this information, Sharon, along with the executives and planners, will decide on the type of presentation she'll give.

### Presentation Types

While all her presentations focus on what organizations can do to retain and engage their most valuable employees, Sharon can deliver her message through three unique types of speeches.

One type focuses on managers. Here, Sharon shows managers how they have more influence and power over retaining and engaging talent than anyone else in the organization. She shows them how they can shape their organizations' environments into places that challenge and excite employees.

The second type focuses on the employees themselves. In this one, Sharon teaches people how they can get more of what they want right where they are, and make the jobs they have the jobs they love.

And the third focuses on how both managers' and employees' roles in the engagement equation are key to success. She shares strategies for employees and for managers in an alternating and entertaining way.

Sharon and her client determine which format and focus will work best, given the audience and the organization's goals for this event.

## The Speech Elements

Whichever speech Sharon is asked to give, she makes sure that it's...

### Customized

Addresses the issues most germane to the organization.

### Research-Based

Draws on surveys with more than 17,000 workplace respondents

### Informative

Full of enough insights to fuel any engagement campaign.

### Interactive

The participants chat with each other and shout out answers.

### Funny

People are more alert when they're having fun and chuckling

### Story-Filled

Lessons are easier to remember when they're embedded in a story.

### Action-Oriented

The audience picks several inspiring, easy-to-implement tasks to try the moment they get back to their desks.

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## Love ‘Em or Lose ‘Em: The Managers Role in Engaging and Retaining Talent

Smart organizations know it. In today’s business world, talent is everything.

A highly-engaged workforce can take an organization to impressive and profitable heights. An indifferent workforce can ruin it. Many organizations want to make their environments better places to work. The problem is that they don’t know how to go about it. They may not know where to start. Or, they focus on the wrong things, such as compensation and perks.

Sharon Jordan-Evans has a different approach: one backed up by research and decades of high-performance coaching. Sharon believes that the place to start is with the organization’s managers. The managers-as-leaders have the clout and the responsibility in the race for talent.

What’s more, Sharon has identified 26 strategies that they can use to help them win the race. In this session, Sharon will outline many of these strategies, and will provide hands-on tips that can be put into practice immediately.

### By attending this session you will:

- Understand the cost of talent loss in the 21st century.
- Establish a new mindset about the leader’s role in the retention dilemma
- Appreciate the significance of retention factors other than pay.
- Dialogue about at least six retention strategies that will work for any leader, anywhere.
- Leave with concrete “to-dos” and a renewed energy and optimism about the role that leaders at all levels can play in the race.



## Love It, Don’t Leave It: Increase Workplace Satisfaction

Many employees leave their jobs because something is wrong or missing.

Some leave by walking out the door. Others leave by withdrawing their energy and commitment, while staying put.

Later, many regret their departure.

But what if there were another option? What if it were possible to make the job you have the job you love?

Sharon Jordan-Evans believes that you ultimately are in charge of your own work satisfaction. It’s up to you to find what’s wrong and fix what’s missing.

In this session, she offers dozens of tangible strategies for improving workplace satisfaction, including strategies about communication, stimulating career growth, and balancing work with family.

### By attending this session you will:

- Understand how crucial workplace satisfaction is to health, happiness and productivity
- Gain a new view of your own responsibility compared to others.
- Learn about actions you could take – starting tomorrow.
- Leave with excitement and optimism about the possibilities for getting more of what you want, right where you are.

## Both Sides Now: Manager and Employee Roles in Workplace Satisfaction

We know, of course, that managers are in charge of engaging and retaining talented employees.

We also know that each employee is responsible for his or her own careers and workplace satisfaction.

If the roles of both groups are known, why aren’t things working? Why are 55% of employees disengaged (Gallup), while one-third of all employees are intensely negative (Towers Perrin)?

Sharon Jordan-Evans, executive coach and keynote presenter, gives managers, employees and HR professionals concrete tips for improving workplace satisfaction, morale and productivity.

Managers learn to engage their people by employing research-supported strategies in their day-to-day interactions with their talent. Employees learn to fix what’s wrong and find what’s missing right where they are – without disengaging or jumping ship. HR professionals learn how to support both groups of people through training, mentoring, and coaching.

### By attending this session you will:

- Understand the dual roles of managers and employees in the engagement equation.
- Learn concrete strategies for keeping talent and getting more of what you want from work.
- Identify actions you could take as a manager, individual worker or HR professional – starting tomorrow.
- Leave with excitement and optimism about the possibility of creating and working in an engagement culture.



## Sharon's Speaker Bio

Sharon Jordan-Evans is a pioneer in the field of employee retention and engagement. She serves as a prominent speaker for numerous conferences and works with Fortune 500 companies such as American Express, Boeing, Disney, Lockheed, Cheesecake Factory, Monster, MTV, PBS, Sony, and Universal Studios.

She co-authored two Wall Street Journal bestsellers. The first, *Love 'Em or Lose 'Em: Getting Good People to Stay*, is the world's best-selling employee retention book and has been translated into 20 languages. The second, *Love It, Don't Leave It: 26 Ways to Get What You Want at Work*, offers "anyone who works" easy-to-implement strategies for increasing job satisfaction. *Love It, Don't Leave It* has been translated into 15 languages.

Sharon has a Masters Degree in Organization Development and is a Professional Certified Coach, coaching the leaders companies can least afford to lose. She also serves as a resource for a number of national media, including Business 2.0, Chief Executive, CIO, Harvard Management Update, Working Woman, Investor Business Daily, Business Week and the LA Times.

Sharon lives in Cambria, California with her husband Mike and has four grown children, all on the west coast.

## Speaking Engagements

### Organizations

American Express	Ford of Mexico	Promega
Applied Magnetics	Honeywell	Providence Health System
AT&T	Jet Propulsion Laboratory/Caltech	PTI Technologies
Bank of America	KARL STORZ	Philip Morris
Best Western	Lee Hecht Harrison	Qualcom
The Boeing Company	KPMG	Robert Englekirk Inc.
Borax	Lockheed	Rockwell
Brickman	LSI Logic	Sage Software
CalPERS	Macys	SXC Health Solution
Coherent Laser Systems	Mars	Sony
Daimler-Chrysler	McKesson Water Products	Southern California Edison
DCH Health Systems	Metropolitan Water District	Southland Corporation
Delco Electronics	Millyard Communications	Southwest Airlines
Disney	- Business NH Magazine	Sylvan Learning
Dow Corning	Monster	Synopsys
Drake Beam Morin	MTV	United PanAm Financial
'E' Entertainment	Northridge Hospital	Universal Studios
Easter Seals, Inc.	PacifiCare	University of Washington
Easton Sports	Parsons	Uno Restaurant Corp.
ERM West	PBS	USG
Ethyl M. Chocolates	PG&E	Walt Disney Imagineering
FleetBoston Bank	Progressive	Washington Trust Bank
		Wells Fargo Bank

### Associations

AONE - Association Of Nurse Executives | ASTD - American Society for Training & Development | Attrition and Retention Consortium | Crossroads Center for Faith and Work | Employment Management Association | Employers Group | HHRMAC - Healthcare Human Resources Management Association of California | HRMAC -- Human Resources Management Association of Chicago | HRD Network | HRPS - Human Resources Planning Society | IACMP -- International Association of Career Management Professionals | Inc. Conferences | IQPC - International Quality & Productivity Center | ISPI - International Society for Performance Improvement | PCMA - Professional Coaches & Mentors Association | PIHRA - Professionals in Human Resources Association | Training 2000 | Training 2001 | UHC - University HealthSystem Consortium | Linkage - Leadership Development Conference 2001 | NAFCU - National Association of Federal Credit Unions | National Restaurant Assoc.

### Live Media

NPR	WCIU-TV/Chicago
PBS	WMAQ-AM Chicago
Talk America Radio Network	WNNJ-AM New Jersey
Strand Media Group	USA Radio Network

### International

Australia
Canada
Ireland
Mexico
Switzerland
U.K.

# Sharon Jordan-Evans : Testimonials

## “Recipe to Capture Hearts and Minds”

“Our challenge as a rapidly growing company is to find the best talent and then capture their hearts and minds. Sharon gave us the perfect recipe for being able to do just that. All members of our management team now have personalized roadmaps to help them engage our employees and realize our mission of ‘clients for life.’”

*Mark Thierer, President and CEO, SXC Health Solutions*

## “A Watershed Event”

“A short note to say ‘thank you’ for the great job you did wrapping up the last day of The Boeing Company’s annual executive retreat. Your session was the highlight of the meeting. You delivered, as you promised, a lively session that had the 250+ participants truly engaged. We consider that morning a watershed event in getting Boeing’s leaders to take ownership over the morale and retention of their people. Thank you.”

*– Jim Dagnon, The Boeing Company*

## “A Perfect Launch and an Amazing Transformation”

“Sharon Jordan-Evans is a gifted presenter and does a masterful job of engaging her audience on the topic of retention while infusing an appropriate amount of humor. Her warm and energetic style really draws her audience in while at the same time she confronts some of their deeply held beliefs regarding the topic of retention.

Her keynote address was the perfect launch for our Bank-wide initiative. I watched an amazing transformation as managers who initially resisted the idea that they were responsible for retention, became converts. She laid out a clear, coherent process, drawing upon many real life examples from her years of consulting success.

Her approach is refreshing and the tools and advice she offers sets Managers up for success not failure. Three months later we’re still enjoying the fruits of her work as our leaders have become fully engaged and proactive in managing retention. We’ve launched a number of retention initiatives throughout the bank using many of the tools Sharon provided, and our Managers continue to request our active partnering with them and their teams.”

*– Drew MacAfee, Senior Vice President, Human Resources Washington Trust Bank*

## “WOW!”

“Congratulations! Your inciting presentation to the PCMA-OC audience was on the mark. The insight you provided effectively portrayed the desired ‘desirable workplace’ vision and map. Your vibrant and engaging style set the stage for the evening. Your wrap-up was just the swath needed for the precious gift you provided each of us. Your impact on the audience and me was WOW!”

*– Paul Benson, Producer PCMA-OC/Program Committee*

## “Smart Ideas and Inspiration to Retain Your Best and Brightest”

“Sharon Jordan-Evans offers a refreshing blend of wit and wisdom based on real-world business experience. Her pragmatic, common sense approach offers solutions applicable in any environment. If you’re looking for smart ideas and inspiration to retain your best and brightest, sit in the front row and take great notes!”

*– Kathryn D. Griffiths, Universal Studios*

## “Truly Inspired”

“Thank you so much for speaking at our recent celebration of New Hampshire’s Best Companies To Work For competition. You were a huge success with our audience. We asked you to cover content from your book, Love ‘Em or Lose ‘Em, and everyone agrees you provided so much more. I am still receiving notes and emails from attendees saying how informative your talk was. People really seemed to resonate with the interactive portion of your keynote address. Several people have mentioned to me that they felt truly inspired to be better bosses. We couldn’t have asked for a better, more dynamic speaker and we are thrilled to have provided the opportunity to introduce you to New Hampshire businesspeople.”

*– Heidi Copeland, Vice President, Millyard Communications Inc. Business NH Magazine*

# Sharon Jordan-Evans : Testimonials

## “An Amazing Speaker”

“Sharon is an engaging, motivating, and humorous speaker. She shares research, information, and funny stories relevant to employee engagement and retention challenges faced by businesses today. Sharon energized an audience of 250 leaders and made a 90 minute presentation fly by. She engaged the group in such a way that everyone walked away feeling as if she had spoken to and coached them individually. I thoroughly enjoyed listening to Sharon’s leadership lessons, and my leadership team overwhelmingly agreed. She is truly an amazing speaker.”

– *Fred Buenrostro, CEO,  
California Public Employees’ Retirement System*

## “Improves the Productivity of the Organization”

“Sharon Jordan-Evans is an effective and inspiring speaker. She made a two hour presentation to a ballroom of 1500 people a highly interactive, involving experience. She had a personal conversation with us that was packed with tips, tools and humor. People on my team were motivated as individuals and as managers to become even more effective leaders and individual contributors. Some decided to take personal responsibility for becoming a better and more fulfilled employee. Others were motivated to help their entire team become even more effective. Bottomline, I highly recommend Sharon as a speaker and as an advisor if you are interested in improving the productivity of your organization.”

– *Mary K. Foster, President, Sylvan Learning Centers*

## “Ideas to Implement Immediately”

“Thank you for your presentation last week during our Training Conference. The participants were treated to an excellent combination of relevant research and practical and usable recommendations. Many people commented on ideas that they planned to implement immediately upon returning to their own operations. You have made a significant contribution to help solve a critical issue for all of Easter Seals.”

– *James E. Williams, Jr., President and Chief Executive Officer, Easter Seals, Inc.*

## “A Huge Hit”

“To use a famous baseball expression, ‘you hit one out of the ballpark’ with your presentation at the 2006 Easter Seals Leadership Institute! The way you connected to the group, your high energy, and your ability to share simple, proven, creative ways to retain quality employees was a huge hit. They also loved receiving an autographed copy of your book. Your presentation scored very highly on all the feedback/evaluation forms. It was also obvious that you did your “homework” relating to Easter Seals and masterfully blended in key messages on mission, vision, and values into your presentation. Your background in healthcare, executive coaching, and the Lominger competencies also added to your expertise and credibility. You’re an incredibly talented individual and passionate about what you do. We are fortunate that you agreed to work with Easter Seals in our leadership development efforts. Easter Seals will be even stronger as a result!”

– *Dorothy M. Moser VP, Human Resources & Training,  
Easter Seals, Inc.*

## “Best Four Hours I’ve Invested in a Long Time”

“Timely and topical real-world information and ideas presented in an engaging, fast-paced, reality based way. No pop motivational psychobabble here. A truly delightful, refreshingly different, and critically important discussion. Best four hours I’ve invested in this way in a long time. I’m proud to be part of an organization that recognizes the value of what Sharon has to offer, and delivers that value to its management team.”

– *Alex Szafran, Director, Radiology Department,  
Maine Medical Center*

# Sharon Jordan-Evans : Testimonials

## “Perfectly Tailored to Fit the Needs of Our Organization”

“It was a pleasure to have you as our speaker! After reviewing the evaluations of our Conference, we are very pleased with the results. In fact, over 100 general managers were impressed with your presentation. Thank you for an excellent job you did in preparing and presenting such a wonderful presentation. It was evident to me and the group that you put a lot of time and thought into your presentation. You were engaging and well prepared. Your presentation covered all the points you and I discussed beforehand and was perfectly tailored to fit the needs of our organization. You addressed the concerns that we face in the restaurant industry as well as those that can be found in all industries. You made it all seem so easy. Sharon, thank you again. Your contribution to the success of our General Managers’ Conference is greatly appreciated and we look forward to working with you in the future!”

– Peter D’Amelio, President and Chief Operating Officer, The Cheesecake Factory and Restaurants, Inc. & Grand Lux Cafe LLC

## “A Guaranteed Homerun Everytime”

“Talk about fast, friendly, vibrant, customized, funny and effective! That’s Sharon. She delivers real-world ideas, updates, and solutions, and is a guaranteed homerun every time. I’ll book my reputation on her any day!”

– Kathleen Larsen, American Program Bureau

## “Masterful Preparation”

“Monster’s capacity to deliver excitement and a world-class Customer Summit was enhanced through Sharon’s participation and presentation this year. Beyond the blocking and tackling anyone expects from a leading speaker, her content & delivery were a clear consequence of masterful preparation, a willingness to understand our business, and attention to detail. Sharon’s experience coupled with her deliberate engagement with the audience resulted in a meeting with practical application and unanimous approval.”

– Marcel Legrand, SVP Strategy, Monster

## “The Buzz Has Been Terrific”

“I want to thank you again for contributing to the success of our Summit! I can’t remember the last time I heard someone speak for an hour, and then wondered where the time went! The buzz has been terrific, and the event was a great success. Many

Customers made positive references to your presentation in their Summit comments! Thanks again for doing such an incredible job Sharon. You made Marcel, Jeana, and I look good!”

– John Pouliot, Manager, Voice of the Customer

## “Insightful”

“Hi Sharon. Thank you so much for the insightful presentation. What a fantastic job you did - especially so early in the morning. The topic was perfect for the group and I enjoyed your jokes and presentation style - very polished.”

– Beth Gilstrap, Program Manager, Enterprise and Staffing

## “9.9!”

“You were a hit with all of our attendees. Your evaluation rating was a whopping 9.9! Your dynamic, energetic, positive presentation was such a wonderful ending to our conference.”

– Diane M. Lawrence, President, HRD Network

## “Use Her as the Benchmark for All Future Speakers”

“Clear and fabulous information that I can use now!”

“Wonderful! Excellent presentation.”

“This was a great session! Very inspiring.”

“Warm but dynamic presentation with audience participation.”

“Sharon redeemed the conference.”

“She had the tempo that we needed.”

“Please use her as the benchmark for all future speakers. Great techniques.”

“I loved her energy.”

“Peppy, relevant, funny and actionable suggestions.”

“Sharon is a blast! Very dynamic, naturally comfortable speaker.”

“I got a lot out of it - most of the time we are learning how to deal with others - but I learned how to deal with me or how I can improve myself especially in a leadership role.”

“Would have loved to hear her for a full day!”

“Great information to take back for our management team as well as staff.”

“Super speaker!”

– HRD Evaluation Comments

# Sharon Jordan-Evans : Testimonials

## “Practical Tools to Use the Very Next Day”

“One of our organization’s primary goals is to be the Employer of Choice. Just one day with Sharon Jordan-Evans gave our managers practical tools to use the very next day, along with an inspirational resource to meet that goal. The book “Love ‘Em or Lose ‘Em”, is in every manager’s office, highlighted, tabbed and dog-eared. We can’t wait for the sequel! Sharon brings energy, passion and real world to retention.

– *June Chrisman, Director, Human Resources, Providence St. Vincent Medical Center, Providence Health System-Oregon*

## “Sharon, You Inspire Me!”

“How great it is to work for an organization that provides us with such wonderful resources!”

“Terrific, well educated, inspiring key speaker.”

“Excited to return to work to incorporate new learned strategies from today’s conference.”

“The book and the conference gave real, applicable tools and techniques that I will be able to use.”

“Sharon, you inspire me!”

“Sharon did an awesome job bringing to light some key critical factors on staff retention!”

“Great speaker, wonderful discussion and excellent ideas that make us aware of what we are doing or what needs to be improved upon.”

“This was critical to our business lines and outcomes.”

– *Providence Manager Comments*

## “A Big Hit with a Tough Audience”

“Sharon’s no-nonsense approach to retention was a BIG hit with a very tough audience -- our Operations folks. They appreciated the practical nature of her ABC system -- so much so that I saw them immediately thinking about ways to apply her principles to their daily management lives. Since our convention 3 weeks ago, there are signs of Sharon everywhere positively impacting our managers’ approach to their people. Thanks, Sharon!”

– *Mari Anne Snon, Director of Training, Uno Restaurant Corporation*

## “Enthusiasm from the Managers Has Been Overwhelming”

“I just wanted to thank you for joining Progressive’s Policy Service’s Management Meeting and for the very informative Love ‘Em or Lose ‘Em Presentation. The praise and enthusiasm from the managers has been overwhelming. The information presented and discussed opened our eyes to opportunities we have in an entertaining, educational way.”

– *Maria Casby, Policy Services Manager, Progressive*

## “Your Seminar Has Had Broad Effect”

“Your seminar has had broad effect, as the “Love-’Em-or-Lose-’Em” approach is being rolled out through the whole company!”

– *Aart de Geus, Chairman & CEO, Synopsis, Inc.*

## “Key Insights”

“Sharon gives your managers the key insights they need to execute on their number one critical success factor, - retaining their best talent!”

– *Sanjiv Kaul, Senior Vice President, Physical Synthesis Group, Synopsis, Inc.*

## “Natural Gift for Engaging Audiences”

“Sharon Jordan-Evans is not only a bestselling author, she is also a star speaker and presenter, who has a natural gift for engaging audiences, connecting with their interests, and sharing information in an easy and friendly way.”

– *Steven Piersanti, President, Berrett-Koehler Publishers, Inc.*

## “Uniquely Warm and Engaging”

“Sharon is extremely effective with audiences from every walk of life. She neatly packages intelligence, empathy and wit and delivers them to her listeners in a way that is uniquely warm and engaging.”

– *Rick Junius, Lee Hecht Harrison*

## “Challenging and Thought Provoking Information”

“Sharon is able to quickly build excellent credibility and rapport, particularly with executives. Her competence and experience is evident in her presentation style. She provides challenging and thought-provoking information to bring out the audience’s best learnings.”

– *Jan Gordon, PG&E*

## “Star of the Show”

“You added such keen insight and perspective to our discussions. Without doubt, you were a star of the show. You not only made a major contribution to the program’s immediate success but, you unleashed exactly the ‘you can make a managerial difference’ response that we are seeking among our colleagues. The buck does indeed stop with each and every one of us as day-to-day managers. You delivered that message beautifully. Already, some of us are ordering your book (in quantity), in order to ensure that the ‘we love them, not lose them’ philosophy takes root here at Ogilvy PR. If we succeed at that, there will be no end of appreciation to you for many years to come.

– *Tom Beall, Ogilvy PR*

## “Standing Ovations”

“Sharon Jordan-Evans was a keynote speaker at our Western and Eastern Entity CAM Conferences, and also at the National Leadership Conference for Client Operations in August. At each of the CAM Conferences, Sharon’s audience was comprised of approximately four hundred first-line Managers. At the Leadership Conference, two hundred Vice Presidents, Controllers, and Senior Managers were in attendance. Sharon’s presentations to each group were outstanding. She presented her “Love ‘Em or Lose ‘Em” research and action plans in a well-constructed, articulate, fun, and relevant presentation, and, because she had taken the time prior to the sessions to learn about our business, she was able to personalize her talk by including Xerox ‘lingo’ and examples. Sharon also incorporated the conference themes of Leadership and Operational Excellence into her talk, as well. She has an easy-going and open communication style, and the audience related to her. At the end of her sessions, she received standing ovations, and a line of attendees wanting her to sign their books.

The biggest testament to Sharon’s success at our conferences is that our managers have incorporated the “Love ‘em or Lose ‘em” techniques into their management processes. In fact, at our final conference, I asked one of our CAMs to return and present to the assembly the Plan and Review document and assessment which she had developed, incorporating Sharon’s retention strategies. Many managers came up to me to share their enthusiasm and gratitude for including Sharon in our conference. Sharon is an excellent speaker, with an important message, and she conveys her message with enthusiasm and professionalism, and I recommend her highly.”

– *Sberyl Matlock, Xerox Corporation*