



SYDNE JACQUES, PE, CSP



It's Time for a Retention Revolution

Decrease turnover. Increase profits. Create an organizational culture where people want to stay and prosper.



Leading the Retention Revolution

Three Keys to Reduce Turnover and Boost Profitability

Join the *Retention Revolution*, where you will learn to not only retain your employees but energize and motivate them to be enthusiastic fans that actively promote your business.

- Learn the *Upper Arrow Growth Model*: Leadership and culture are your core differentiators with employee retention. See how well your company measures up.
- Build a culture by design, not default with a culture committee. I'll show you how.
- Discover the six F's to keeping your employees engaged, loyal, and motivated.

The Trust Edge – Leading with Greater Influence and Trust

8 Pillars for driving business results by increasing trust with customers, team members, and stakeholders.

- A research-driven keynote that proves lack of trust is your biggest expense and can create numerous surface-level problems that consume massive amounts of time, energy, and resources.
- Trust is the leading indicator of success and can be actively built for Great efficiency, Increased performance, Lower stress, and Improved morale.
- Ensure your team performs at its best, gains measurable results, and is proud of the work you do.



"Sydne is engaging, credible and fun but best of all she leaves you motivated and empowered to make immediate and positive improvements as a leader. We will have her back again."

BRYAN GRIFFITH, PROJECT MANAGER, GRANITE CONSTRUCTION

"We had 100% positive feedback from every employee. It was fun, productive, high energy and no doubt a much needed session. We are excited to implement the Culture Plan and see where it leads us in the future."

JOE HURST, PRESIDENT, TRI-HURST CONSTRUCTION

Are You Ready to Decrease Turnover and Increase Profitability?

Instead of focusing on building projects, Sydne Jacques focuses on building the people and the teams that build your projects. With today's shrinking workforce, it's more important than ever to retain your key workers.

Sydne has worked with over 550 different teams and organizations in the construction industry. Her strategy to develop cultures of increased trust and communication consistently results in higher levels of engagement and buy-in, lower rates of turnover and increased profitability.



BOOK SYDNE TODAY • 612.803.4512 • more@conversion-omics.com

Women's Leadership

In a male-dominated industry, it's essential to recruit, develop, and retain female employees. In this session, Sydne will work with your female leaders to help them find their voice, contribute at a higher level, and see a future for themselves in this industry.

- Establish their "Personal Brand" to increase confidence and better serve your clients and your team.
- Diverse teams are stronger teams; by giving women a voice, you have a better output. This session will support women in speaking up, sharing their ideas, and claiming their talk time in meetings.
- 5 elements to retain female talent. Learn how to create a better work environment to attract and retain female employees and leaders.



Sydne is a unique thought leader in our industry. She is always energizing, fun, and motivating. We appreciate the work Sydne has done within UDOT, helping us to build higher levels of trust and improved communication.



MICHELLE PAGE - DISTRICT ENGINEER AT UTAH DEPARTMENT OF TRANSPORTATION

Bridging the Generation & Communication Gaps

To Engage and Ignite Your Entire Leadership Team

Create a company culture by design through an employee-driven team process

- Bridging the generational gap. The great retirement is just around the corner, In twenty years, the majority of your workforce will be gone. Now is the time to attract the next generation of labor while the current generation is still available to train and mentor.
- *Living Large Communication Model*: Learn the 5 elements to bridge the intergenerational communication gap.
- 5-step process for leaders to develop better influence with their younger employees. (But it works with the old ones too.)