

Turbo Leadership Systems™

The **TURBO** **Charger**

Phone: (503) 625-1867 • Fax: (503) 625-2699 • email: admin@turboleadershipsystems.com

Issue 97

To our clients and friends

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Larry W. Dennis, Sr.
President,
Turbo Leadership
Systems©

*Trying to become
the preferred
employer by
paying more than
your competition
is unsustainable.*

Did you receive the attached postcard?

Are you surprised by the dramatic nature of this solicitation?

For over a decade I have studied two management books a month. Of these hundreds of books, one of those that has **made a great impact on me is *Impending Crisis* by Roger Herman, Thomas Olivo and Joyce Gioia. “The future of every business is at risk because of a startling trend that will catch most managers unprepared: *There are not enough skilled workers to fill the jobs that drive the economy. Projections from the Bureau of Labor Statistics forecast an astounding shortage of 10,033,000 workers by 2010. And raw numbers don’t fully address the growing skills gap. The numbers also don’t take into account the changing attitudes in the workforce. We are rapidly running out of qualified people needed to keep America moving.*”***

If your company’s strategy does not include being the preferred employer, you do not have a sustainable strategy. Preferred employer status ensures high morale, low turnover, benchmark safety performance, and openings that are quickly filled by “A” players. Preferred employer status has far more to do with culture and leadership than pay and benefits. Trying to become the preferred

employer by paying more than your competition is unsustainable.

Over the past 21 years, Turbo Leadership Systems™ has developed and utilized unique proprietary methods to help hundreds of companies achieve preferred employer status. We help your management team create meaningful action plans with structured accountability, while providing the necessary skills and tools for them to measure, keep score and improve their departments’ performance in all key result areas. You experience higher productivity, increased employee satisfaction, lower operational costs, improved quality, greater customer loyalty, improved safety and increased market share. The bottom line is higher profits, happier employees, loyal customers, successful managers, and satisfied shareholders.

Email your request for a complimentary 1-hour executive briefing, “Creating A Preferred Employer Culture”, as a part of one of your regularly scheduled staff meetings.

*Published October 2002 by Oakhill Press - ISBN# 1886939535

Related reading - See Sloan Management Review, Strategies For Preventing a Knowledge Loss Crisis by Salvatore Parice, Rob Cross, and Thomas H. Davenport, Summer 2006. ###

Please forward this to friends, co-workers, customers or relatives who you feel might enjoy it.

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