

Certified Employee Retention Professional Program-CERP



2015

The Certified Employee Retention Program (CERP) is an applied certification program based on the Rethinking Retention Model® which helps organizations significantly reduce employee turnover and improve engagement.

The CERP brings a strong record of success, having helped participants and their client companies reduce turnover by 30% and more in the first year after participation. This success counters the current trends of engagement which is relatively flat according to Gallup and voluntary turnover which is increasing sharply per the Bureau of Labor Statistics.



SHRM Top-Selling Author Designed CERP

The CERP has been designed by Richard Finnegan based on his top-selling book, *Rethinking Retention in Good Times and Bad*.

BusinessWeek excerpted this book and described it as “Fresh thinking for solving the turnover problem in any economy”. This book features The Rethinking

Retention Model®, pictured below, which provides principles, strategies and roles for retention based

on highly respected research.

Richard Finnegan is also the author of *The Power of Stay Interviews for Engagement and Retention* which is the top-selling SHRM- published book in history.

The CERP certification program is supported by both SHRM and HRCI, and both offer up to 26 credits for completion.

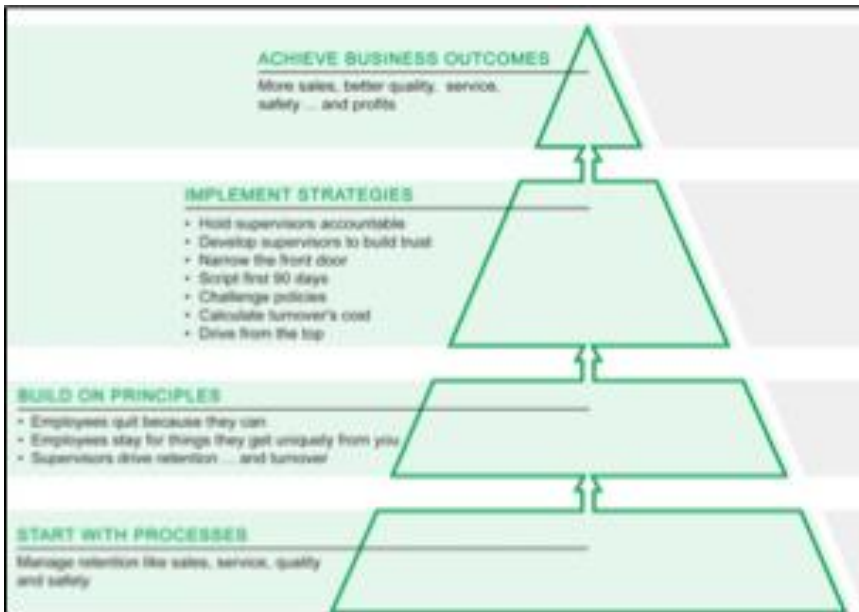
“My CEO and I now know that losing just one physician costs us \$225,808. We will reduce physician turnover by 35% this year based on information I’ve learned from the CERP.”

-HR Executive/Community Healthcare Lima Ohio



6 Online Modules

- #1: Building Blocks
- #2: Operationalizing Retention
- #3 Tool Building
- #4 Narrow the Front Door
- #5 Script the First 90 Days
- #6 Challenge Policies



The Rethinking Retention Model[®]

Common Q&A

Q: Who should participate?

A: The CERP works effectively for all industries. Most CERP participants are HR professionals. Past participants have served in generalist, recruiting, compensation, training, benefits, and other HR functions.

Q: How does it work?

A: Whereas most certification programs are based on passing a test, the CERP is better in that participants must implement retention tools in real time within their organizations. Participants initially choose a sponsor and an area within their organizations for application, and then move forward with their sponsors to identify which tools to implement for maximum employee engagement and retention for the selected organization area.

Q: How are the tools delivered?

A: Each participant joins Dick Finnegan for a one-hour orientation to learn to access the CERP site and also

You learn how to...

- *Place dollar costs on turnover*
- *Establish turnover & engagement goals*
- *Apply specific hiring tools to hire employees who stay*
- *Provide tools for leaders to reduce early turnover*
- *Train leaders to build trust with their teams*
- *Implement free benefits proven to reduce turnover and more!*

the turnover cost calculator. Participants receive a unique ID and password to access the tools in the system. Tools are presented in six modules, one for each of six major retention topics, and include instructional videos, webinars, PowerPoints, word documents, and the turnover cost calculator. Most participants complete in 6 months.

There are added benefits if you bring peers to participate with you. Dick or a member of the C-Suite Analytics team schedules a monthly live phone call with teams of participants to share best practices, coach participants, and respond to questions. When possible, teams are comprised of participants from the same organization or the same industry. Team calls are scheduled once per month for six months and all calls are recorded and distributed for those who cannot attend.

Q: What is the cost?

A: Retail cost of the entire program is only \$1,000...and you may sign up for yourself or one or more members of your team.

CONTACT ME TODAY to set up your **FREE** information webinar to learn

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