

# Love Your Work™

Design Opportunities That Ignite Your Team

## The half-life of skills is plummeting.

The odds are high that people are leaving your company for growth opportunities elsewhere.

The ability to develop talent quickly has never been more crucial. This unique training program turns skill-building into a powerful retention tool that engages your people while meeting the capability needs of your business.

## Most Career Initiatives Gather Dust

Why? 'Career' is too conceptual. It's hard to plan. And it isn't urgent either. The trifecta of engagement, growth, and retention hinge on the manager/report relationship - **people leave managers, not companies.**

What if development could be simpler? What if skill-building could be driven by the employees and their manager instead of you?

## Talent, Learning and OD professionals are facing various challenges with their workforces:

- We can't develop our people fast enough
- Managers are too busy to support development
- People leave when opportunities already exist here
- Employees wait for others to tell them what's next
- Managers hoard their talent to get their work done
- People-leaders are ill-equipped to grow others

## Development today requires a shift...

### From a fixed approach:

- Organization-driven
- Prescribed pathways
- Linear
- Waiting

### To a design approach:

- Employee-driven
- Learning & experimentation
- Dynamic
- Crafting

## People are leaving



**1/3** of employees to leave roles in 2022

- US Bureau of Labour Statistics, June 2022

## Reasons to leave

**#1 Career Development**  
**#3 Meaningful Work**

- McKinsey, The Great Attrition, July 2022

# A Unique Approach:

We shift career development from a someday-I'll-get-to-it concept to an actionable here-and-now phenomenon. Managers and employees both develop in the flow of work.

We take the focus away from 'career' and onto skill-building and development - participants are left with a simpler, safer, and practical approach to doing more of what they love while learning and increasing their impact, now.

Like learning to walk before running, development is the place to begin.

We need to tackle the biggest myths and truths of career development:

## 3 Myths:

- ✘ Managers are too busy to develop others
- ✘ There's no room to grow here
- ✘ Loving your work is unattainable or a fantasy

## 3 Truths:

- ✔ **Most leaders don't see the urgency** - reports are *already* having career discussions, just not with them
- ✔ **Career discussions are risky**. Managers don't want their people to leave, and employees don't want to jeopardize what they have - so they don't happen
- ✔ **It's easier than you think**: It only takes enjoying 20% of your work in order to love the job you're in. And getting started can be simple

## How It Works

PARTICIPANTS WILL:



### Shift their mindset

- Take ownership of the work experience
- Enable new ways of working and contributing
- Become entrepreneurial-minded



### Try new stuff....now

- Follow their interests in a meaningful way
- Grow & develop in the flow of work
- Experiment with job crafting



### Love their work

- Grow here, stay longer
- Build and be a part of high performing, engaged teams
- Develop valuable, exciting new skills

## Adoption at all Levels

### Outcomes:

- Embed a culture of growth up-and-down the company
- Get executives on-board first, risk free
- Model behaviours from the top and scale economically



FREE Executive Training

Live Manager Experience

Digital Video Program

## Live Manager Experience

- Applied learning in the flow-of-work
- Practical tools and resources
- Managers and reports participate together
- Learning partners for accountability
- Scalable up to 100 learners/cohort

Let's start the conversation today.

Reach out to [tim@avenuecareers.com](mailto:tim@avenuecareers.com) to book a call.

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