

## Keeping the Right People

### Table of Contents

Introduction	9
Chapter 1: Why High-Performing Associates Leave	13
Worksheet #1	19
Action Plan #1	21
Chapter 2: Sequence of Events Leading to an Associate's Departure	22
Worksheet #2	27
Action Plan #2	29
Chapter 3: Business Support That Impacts Retention	30
Worksheet #3	40
Action Plan #3	42
Chapter 4: Developing and Coaching the Experienced Associate	43
Worksheet #4	49
Action Plan #4	51
Chapter 5: Personal Support That Builds Retention	52
Worksheet #5	59
Action Plan #5	61
Chapter 6: How Field Leaders Add Value	62
Worksheet #6	72
Action Plan #6	74
Chapter 7: How the Home Office Adds Value	75
Worksheet #7	83
Action Plan #7	85
Chapter 8: Conclusion	86
Appendix	88