

Media release

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Being A Better Leader

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October 17, 2008

FOR IMMEDIATE RELEASE

Retention strategies receive industry recognition

(Vancouver, BC) Industry experts conservatively estimate that 25% of the average employee salary reflects turnover cost. Multiplied by the number of employees in an organization the amount, for some companies, is staggering.

The Executive Coach firm “Being a Better Leader” is launching a new web site this month that addresses important issues such as retention. The updated site gives more in-depth information about specific types of communication and how to help leaders work through or around challenges.

HR directors increasingly rely on firms such as “Being a Better Leader,” for putting together meaningful solutions. Having the ability to bring together staff with divergent goals and setting them on the same path is one of the company’s strong suits.

Company founder Lisa Caswell, CEC, ACC is an award-winning coach and strategist whose success was honored earlier this year by her peers. The International Coach Federation’s (www.icfvancouver.org) Prism awards are given to industry professionals who have a significant impact on bottom-line success. Caswell’s track record for delivering on retention matters along with building cohesive teams helped earn her the recognition.

By placing special focus on retention-based communication, Caswell has demonstrated a unique approach to coaching and career-based human development.

“Morale, trust and loyalty issues affect remaining employees when retention efforts have broken down or become sidelined,” says Caswell. “And while retention is a high priority to leaders, there are also many other—equally meaningful—areas that I review and pursue with them.”

Caswell’s desire to see her clients succeed is well documented in her testimonials from those who view her business savvy and insightful direction as reasons to retain her firm.

To learn more about the types of programs and support offered at “Being a Better Leader,” visit www.beingabetterleader.com.

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