

COHESION CULTURE

PROVEN PRINCIPLES TO *Retain Your Top Talent*

DR. TROY HALL

DESCRIPTION

DID YOU KNOW that 63% of employees are actively searching for a new position? With near-record lows for unemployment, in today's war for talent, the focus should be on talent retention, not just talent attraction. C-Level Executives, Chief Culture Officers, and HR Professionals need to develop an organizational culture where employees want to stick around. In his book, Dr. Troy Hall shares proven principles that help to create a "Best Places To Work" environment, where your team members thrive. He teaches you how to stop losing good employees.

KEY SELLING POINTS

- The war for talent is about retention, not attraction.
- To attract a new employee costs about \$4,000. To lose them costs way more. Most studies show the cost to be 25% or more of the former employee's salary.
- Most leadership books propose aligning employees with an organization's goals. Dr. Troy's book, however, turns this idea on its head with a focus on aligning employee goals to achieve positive organizational results.
- Using proven lessons from his experience at South Carolina Federal, Dr. Troy teaches practical ways to better retain your talent by building a Cohesion Culture™.
- Dr. Troy disrupts the conversation that talent "engagement" is enough in today's competitive job market.
- There are over 140,000 HR-related senior leaders who are a market for this book. Additionally, there are approximately 250,000 CEO's in the United States who could benefit from using this book in their organizations.

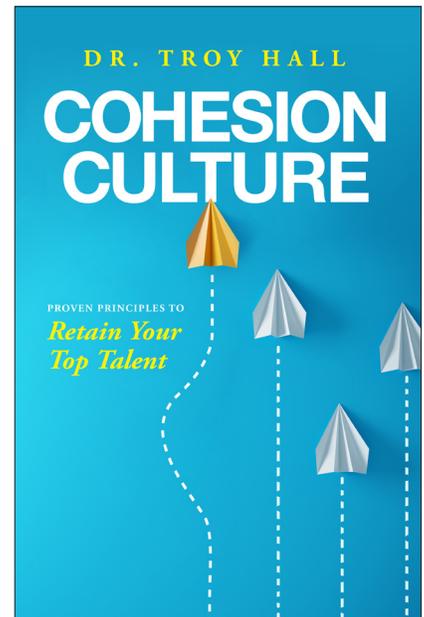
MARKETING

- Along with the personal branding expertise of Thomas Heath Advisors, the marketing team for "Cohesion Culture" includes Smith Publicity and the Worthy Marketing Group.
- Dr. Troy has established himself as a talent retention expert on LinkedIn and other social media platforms. Book campaigns are being launched on all these channels.
- On Facebook alone, Dr. Troy is a member of targeted groups that comprise almost one million combined followers.
- Smith Publicity is actively pitching the book to all conventional media, including TV, radio, and print. They will also line up interviews and long-lead publications for articles written by Dr. Troy.
- Dr. Troy will do book-related events in the cities he visits for media interviews.
- A compelling book trailer video of Dr. Troy has been created, along with over 150+ short videos on talent retention topics.

AUTHOR BIO



Dr. Troy Hall is a speaker and talent retention expert who travels the globe teaching and motivating C-Level Executives, Chief Culture Officers, and HR Professionals on how to retain their top talent. With his Ph.D. in Global Leadership, he has been honored to present at conferences across the United States, as well as in the United Kingdom, Africa, Asia, Australia, and the Middle East. He is also the Chief Strategy Officer for South Carolina Federal Credit Union, a multi-billion dollar financial institution that consistently wins awards as one of the "Best Places to Work."



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AUDIENCE

- C-Level Executives (CEO, COO, CFO, CSO)
- Chief Culture Officers
- Human Resource Professionals (CPO, CHRO, Sr. VP of HR)
- Employee Development Professionals

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