

Colene ROGERS

THE TALENT KEEPER

Speaker Kit



"I am proud to give Colene my highest recommendation. Whether speaking from the stage to the large crowd or in a more intimate one-on-one conversation, Colene was highly professional and refreshingly thoughtful in her delivery. She is deliberate. As a keynote speaker at our international conference, Colene was highly engaging, funny, and interesting as she taught information that is timely, practical and highly relevant."

DAN HOLLAND

North America Director of Operations, Softwash Systems



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MEET COLENE

Colene Rogers, aka The Talent Keeper (SHRM- SCP, PHR), is a 20+year HR professional and the President and CEO of Colene Rogers and Associates, a boutique consulting firm that provides solutions for organizations to help them attract and retain their most appreciable asset: their people.

Whether she is giving a keynote, conducting a workshop, developing a group of leaders, or coaching individuals, it is all done to aid and inspire organizations of people to be their very best. Every day she is helping real companies and individuals address issues that stand between them and their highest aspirations. This daily activity keeps her content fresh and current as she teaches proven principles of leadership and organizational success.

Many of Colene's expert insights and teaching topics can be found in her book *Retention: Key Mindsets That Retain Top Talent*. Working as an HR Professional and talent management expert in state government, private and non-profit organizations, these insights were formed after many years of watching and studying the billion-dollar problem we call turnover. In *Retention*, Colene identifies four mindsets that reflect the level of commitment employees have for their employer and the actions companies can take to move their employees to think of their organization as a Career Company, the highest mindset. This mindset is where the greatest levels of retention are achieved.

On stage, Colene is entertaining, inspirational and informative; using the power of story to engage and bring her points to life. She honed her stage skills by spending many years as a theater actress, director and also as a Walt Disney entertainer. In addition to her HR certifications, Colene is a John Maxwell certified speaker, trainer, and coach; a certified Crucial Conversations trainer, and a professional speaker of the National Speaker Association.

Colene has degrees in Organizational Communication and Public Speaking from the University of Central Florida.

WHAT DO ALL THOSE LETTERS MEAN?



SHRM- SCP is a senior level HR certification that few HR professionals obtain. HR professionals with years of experience and who develop strategies, lead the HR function, foster influence in the community, analyze performance metrics, and align HR strategies to organizational goals may qualify to sit for the exam.

PHR - The HR professional must have worked in the Human Resources for 4 years before becoming eligible for the exam. To maintain the PHR credential the HR professional must earn 60 recertification credits over a three-year time span or retake the exam.



VitalSmarts Certified Crucial Conversation Trainer – As a Vital Smarts Certified Crucial Conversation Trainer Colene teaches tools to resolve conflict between individuals in their personal and private lives; how to recognize fact from fiction in their story; restore relationships for unity, productivity and better company culture.

John Maxwell Certified Speaker, Trainer and Coach – As part of the John Maxwell team, Colene has had the opportunity to be trained bi – annually by John C. Maxwell. She has extensive training in Executive Coaching that has allowed her to add value to organizations and leaders by enhancing their interpersonal skills that leads to greater profit and productivity.





Professional Member of the National Speaker Association – The Professional Member of NSA is a designation given to established speakers. To be eligible for professional membership a speaker must provide documentation of an annual income for speaking over a predetermined period of time and speak to live audiences that have a set amount of attendees.

BA – Organizational Communication – A degree in Organizational (Business) Communication from UCF focuses on Training and Presentation Skills, Leadership, Conflict Resolution, Managerial Communication, Interpersonal Communication and Intercultural Communication. It equips the professional in how to help organizations carry out changes, such as workforce reductions or alterations and implementation of company policies.



BA – Public Speaking – Effective communicators use both the written and spoken word to their advantage. A Public Speaking degree provides the professional with a solid foundation on speaking with clarity and confidence, persuasive technique, critical reasoning, how to write structured and articulate public addresses.

Award winning leader – Colene served as the chapter President for an for a 250 member SHRM chapter. (Big Bend SHRM) For her leadership of the chapter, board and for new initiatives that further the HR profession, she was voted by HR Florida Council as the 2016 President of the Year. This award was based out of 28 Florida chapters.





Many of the expert insights Colene shares with her audiences can be found in her book *Retention: Key Mindsets That Retain Top Talent*.

Working as an HR Professional and talent management expert in state government and then private and non-profit organizations, these insights were formed after many years of watching and studying this billion-dollar problem we call turnover.

This book is great for business owners, CEOs, HR Professionals and leaders at every level. It is full of stories and simple solutions to turn your organization into one where employees want to stay!



WHY BOOK COLENE?

Everyone would like to be able to say I work for a great organization. Every person would like to hear You're doing a great job. Colene's keynotes are always relevant to any audience because they speak to these desires.

Leadership principles, essential to any great endeavor, require constant renewal and reminder.

Conflict that can divide and prevent people from accomplishing great things needs to be addressed. And here is the thing, employees who are part of something great will not want to leave.

Your members and attendees will applaud you for choosing Colene to deliver a message that speaks to their desire to accomplish big things.

WHEN YOU THINK ABOUT YOUR BUSINESS, ARE YOU...

...worried that the employees who do your most important work are going to leave?

...concerned that far too many of your employees don't think your business is a great place to work?

...afraid to see what turnover is really costing you?

...resigned to thinking there is nothing more you can do about the quality of your workplace culture?

If you or your audience answered 'yes' to any of these questions, Colene can help! Colene has made it her business to help organizations achieve their highest aspirations and be the company employees never want to leave.



HOW TO WORK WITH COLENE

STEP #1:

Colene meets with you for a preliminary discussion to make sure she's a good fit for your event. Here, you cover the administrative specifics (agreement, deposits, etc.)

STEP #2:

Colene studies your company's website(s) and related materials. She also meets with leadership and any volunteer participants (for filling out the *Turnover Calculator*).

STEP #3:

Colene crafts her presentation to align with key messages and conference themes.

STEP #4:

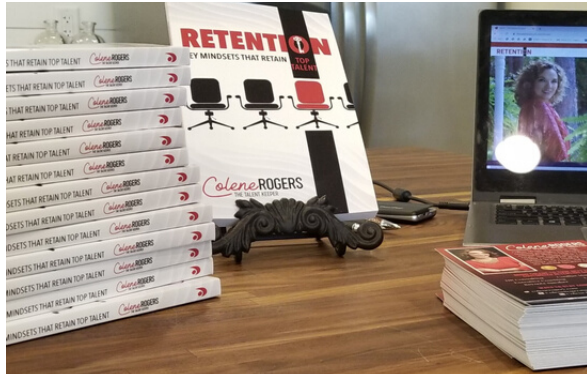
Colene delivers a keynote that is engaging, energetic and authentic; filled with stories that make the learning stick.

STEP #5:

To reinforce learning after the event, Colene offers a discount on her 8-week live virtual group leadership development course. Each participant receives a copy of *Retention: Key Mindsets That Retain Top Talent*, which serves as the curriculum for meaningful assignments and group learning in the virtual room.

Book Colene as your next keynote speaker and your association members and attendees will commend you for a great pick!

COLENE'S KEYNOTE PRESENTATIONS



Retention: Key Mindsets That Retain Top Talent

Colene Roger's newest keynote presentation is based on her book, *Retention: Key Mindsets That Retain Top Talent*. With 20 years of HR experience, she understands that organizations are looking for solutions to find and keep their employees. In this session, Colene takes attendees on a journey through the life cycle that every employee goes through upon entering an organization and the factors that determine their ultimate decision to stay or leave.



Someone is Going to Lead: Why Not You?

This presentation by author and talent management expert, Colene Rogers, SHRM-SCP, will meet leaders at any stage in their leadership development journey. With a blend of leadership principles, storytelling and inspiring video, Colene shares the traits of great leaders. Participants will walk away on a path to greater leadership development and motivated to put their new leadership tools to work.

COLENE'S KEYNOTE PRESENTATIONS

(CONTINUED)



A Drama Free Life: Learn How to Communicate with Anyone.

As a former actress with 30 years on the stage, Colene learned a lot about dialogue and the power of words. Eventually she traded the drama of the theater for that of an HR Professional. In this presentation Colene shares simple communication principles to keep the drama out of the office and on the stage where it belongs. Colene's stories and videos will resonate with each attendee and give them the confidence that they can have successful conversations that resolve differences of opinion. She calls them Tough Talks.



The Future of HR: Strategic Partnerships That Create Acquisition, Engagement & Retention Solutions

(HRCI BUSINESS CREDIT)

Colene Rogers' HR keynote is inspired by her new book *Retention: Key Mindsets That Retain Top Talent*. As a 20-year HR Professional Colene understands what HR leaders face every day. In this session Colene presents the mindsets behind employee retention and how to win the battle of high turnover. Colene offers solutions to the difficult HR initiatives of talent acquisition, engagement, and retention.

COLENE'S KEYNOTE PRESENTATIONS

(CONTINUED)



Change the Conversation, Change the Culture: Increase Company Profits & Retention by Mastering Tough Talks

(HRCI BUSINESS CREDIT)

This eye-opening critical communication program is a must see as workplace communication becomes more of a challenge. As a certified conflict resolution expert, Colene gives practical tips to help attendees have conversations that address differences of opinion to resolve issues; she calls them Tough Talks.



Waking the Leader Within: Skills that Develop Your Leadership Team

(SHRM & HRCI GENERAL CREDIT)

This keynote program is based on Colene's years of HR leadership and the learning and training she received as a member of the John Maxwell team. Colene says that everyone is a leader and what we do each and every day has a positive or a negative influence on others. With stories and videos, Colene brings the learning to life that leaves attendees inspired to act.

COLENE'S WORKSHOPS



Tough Talks: Business Strategies for Increased Retention & Profits

(2 HRCI BUSINESS CREDITS & 2 SHRM CREDITS)

As a 20 year HR Professional, Colene had a mix of successes and failures in resolving conflict with others in her own life. When she became a certified conflict resolution expert, not only did her personal success rate get better but she was able to teach others to be successful, also. In this workshop, attendees will walk away with tools to have conversations that resolve their relationships with others, leaving them strengthened and preserved.



Retention: Key Mindsets That Retain Top Talent Workshop

Author and HR professional, Colene Rogers, SHRM-SCP, shares 20 years of HR insight in this workshop by the same name as her book, *Retention: Key Mindsets That Retain Top Talent*. As a former in-house recruiter, she takes attendees on a journey of learning why employees stay or go and what to do to make them want to stay.

KEEP THE LEARNING GOING WITH COLENE'S VIRTUAL LEADERSHIP MASTERMIND GROUP



Participants gather online for Zoom discussion and simple assignments once each week for 1 hour for a duration of 8 weeks. Each participant receives a copy of *Retention: Key Mindsets That Retain Top Talent*, and a chapter a week is assigned for reading. By combining their ideas, participants gain a richer understanding of the material than if they had read the book on their own. The course gives the leader an opportunity to grow in the areas of effective leadership, conflict management, and developing others.

As a facilitator and HR professional, Colene guides participants through discussion, Q & A, and how-to best handle interactions with their boss, peers and direct reports.

Each group is limited to 6-10 participants so that each has an opportunity to fully participate. Simple assignments and accountability are given to participants. As leadership is influence, the class is beneficial to a leader at any level with or without direct reports.

**KEEP THE LEARNING GOING WITH COLENE'S
VIRTUAL LEADERSHIP MASTERMIND GROUP**
(CONTINUED)

Weekly Topics & Chapters

- WEEK #1** - Overview of chapters 1-4
- WEEK #2** - Leadership: The Foundation
- WEEK #3** - Self-Leadership
- WEEK #4** - Trust and Character
- WEEK #5** - Empathy and Recognition
- WEEK #6** - Develop Your Employees
- WEEK #7** - Retention Talks
- WEEK #8** - Conflict Management



**KEEP THE LEARNING GOING WITH COLENE'S
VIRTUAL LEADERSHIP MASTERMIND GROUP**
(CONTINUED)

Personal Benefits

- Increase leadership skill set
- Increase self-awareness
- Achieve goals and greater results
- Reduced stress and increase well-being
- Leverage existing strengths
- Self-leadership
- Improved self esteem
- Shortfall awareness

Organizational Benefits

- Increased leadership skills among team members
- Stronger communication with peers, leadership, and clients
- Objective advice from a certified coach and HR professional
- Recommendations that follow employment law requirements
- Build one strong team and discourage factions
- Reduce lawsuits from conflicts with employees and managers
- Increase the ROI on your most appreciable asset, your people
- Increase coaching skills of leaders

DELIGHTED CLIENTS

"Awesome presentation! Our people were totally engaged! I highly recommend Colene as a keynote speaker."

VIRGINIA BALFOUR

President, South Texas HR Symposium (SAHRMA)

"I have listened to dozens of speakers and training facilitators throughout my career, but Colene Rogers is truly one-of-a kind. She is the perfect balance of knowledge and warmth. Colene has a way of saying things that makes you think not just in that moment, but for weeks afterward."

CANDACE ROCHESTER

Florida House of Representatives

"Colene did a fabulous job as Keynote Speaker. She was thought provoking, inspiring and funny. We absolutely loved her!"

CATHARINE MIRABILE

Director, New Hampshire SHRM State Conference



DELIGHTED CLIENTS (CONTINUED)



"Colene is a great speaker and gave us some things we could take back and implement right away!"

LIZ MCBRIDE

State Conference Director, Idaho SHRM

"Colene has an extreme talent level and a genuine sincerity that comes across loud and clear! I would highly recommend Colene for any speaking engagement or training for your company. She gets it, that employees who feel valued are less likely to quit or sue!"

SCOTT CALLEN

Partner, Kullman Law Firm, Employment & Business Law

"I've seen Colene captivate the audience in such an entertaining and caring manner that you could tell every listener is internalizing the truths in her words. What's amazing about hearing her speak is that you walk away wishing you had continuous access to her wisdom (which you totally can, if you or your organization hires her!)."

TABINDA SYED

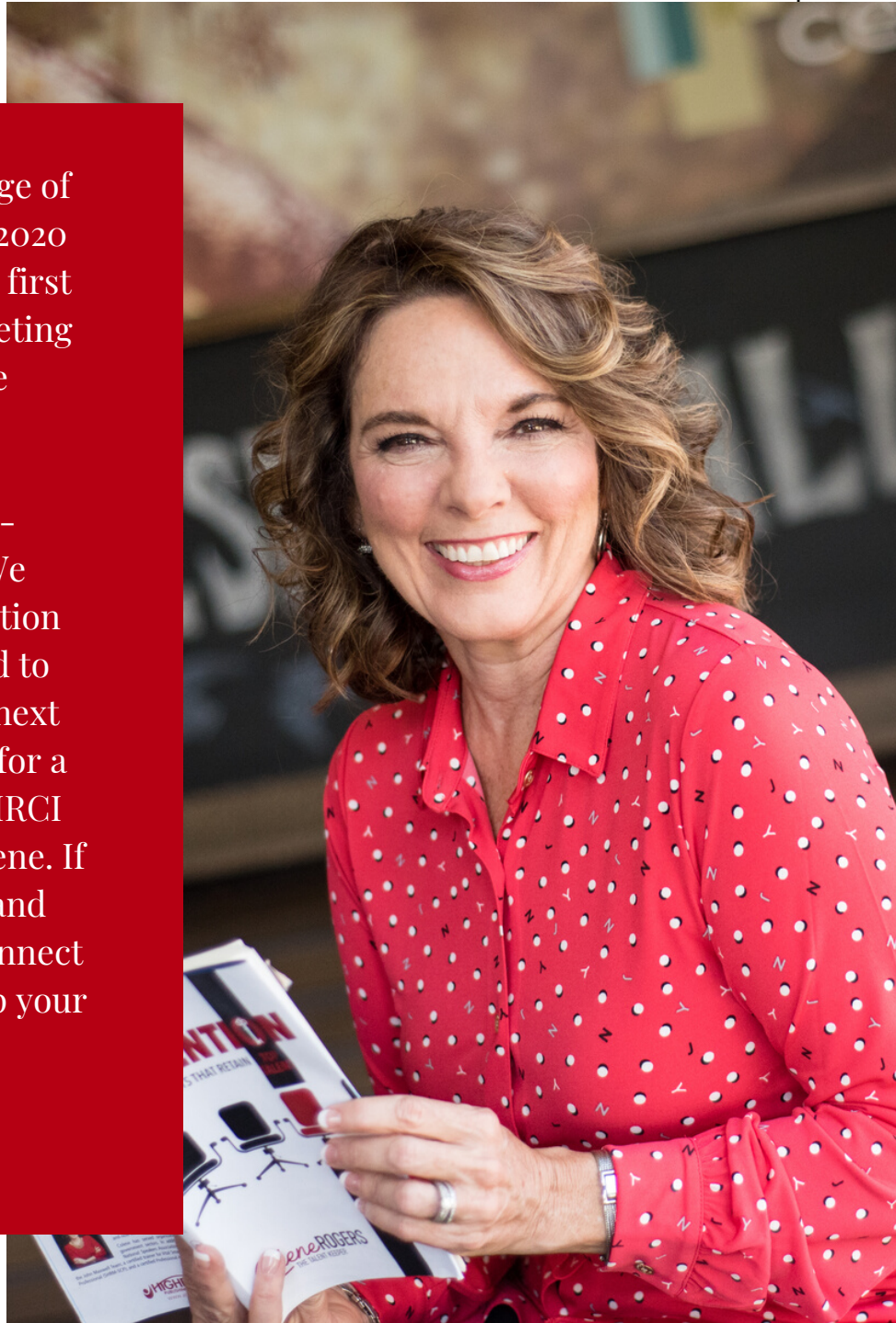
Infinity Software Development

VIRTUAL CLIENTS

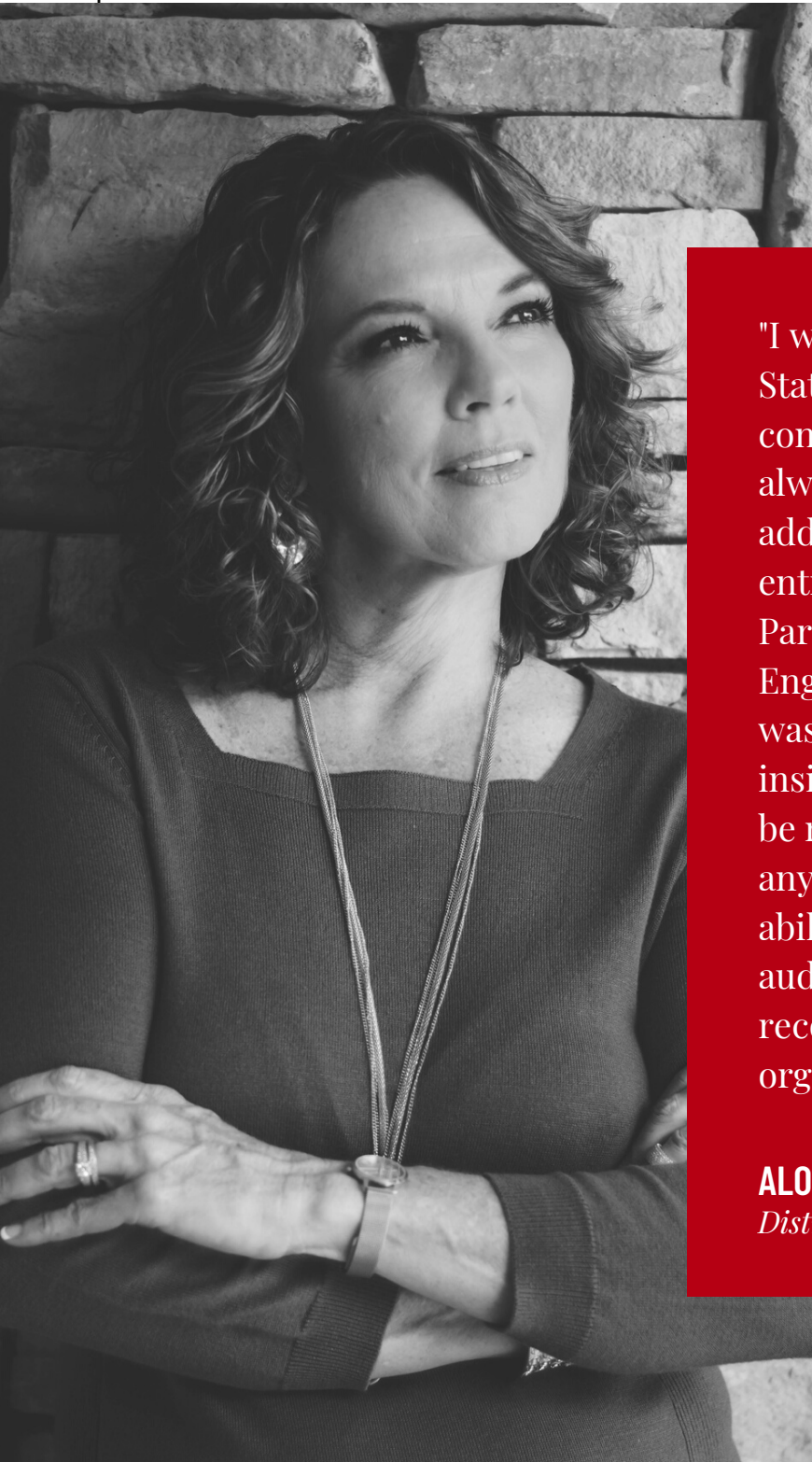
“Our SHRM Chapter had the privilege of hosting Colene as our Virtual April 2020 speaker. Working with her was our first time hosting a regular, monthly meeting online. Colene put us at ease and we appreciated her use of polls and breakouts during the meeting for expanded discussions. She was well-prepared, polished, and relatable. We enjoyed the content of her presentation and I am personally looking forward to reading her book which comes out next month. If your HR group is looking for a speaker who has approved SHRM/HRCI content, I strongly recommend Colene. If your group is looking for coaching and leadership content, I urge you to connect with Colene to see how she can help your organization!”

RANDY ARDIS

President, Pensacola SHRM



VIRTUAL CLIENTS (CONTINUED)



"I worked with Colene on the HR Florida State Council and found her to be the consummate professional. She could always be counted on to deliver. In addition, I attended her Zoom presentation entitled 'The Future of HR: Strategic Partnerships that create Acquisition, Engagement and Retention Solutions'. This was an excellent program packed with insightful ideas and information that could be readily tailored for immediate use in any workplace. Her presentation skills and ability to identify and interact with the audience were exceptional. I would recommend her without hesitation to any organization needing help with retention."

ALONZO SMITH

District 1 Director, HR Florida State Council

ATTRACT, DEVELOP & RETAIN EMPLOYEES

I would love to talk to you about your next event!



Colene **ROGERS**
THE TALENT KEEPER

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