



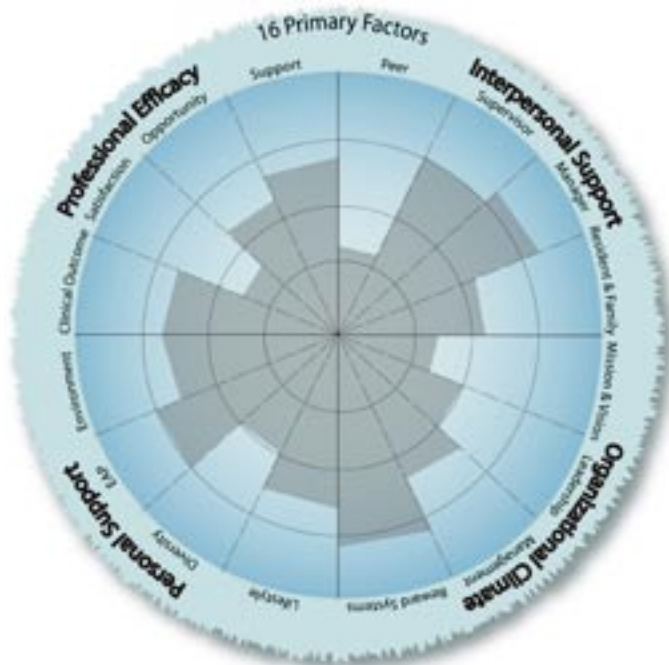
## How can you retain invaluable staff members?

This can be a difficult question to answer on your own. GeroServices has researched the problem of staff retention across the industry and has come up with a proven method for analyzing and improving staff retention.

## 16 primary factors

After a thorough review of the literature and years of field research we have determined 16 primary factors that contribute to staff retention.

By assessing how your staff responds to these factors, you can plan for specific changes in the corporate culture that will improve retention. Periodic reassessments help you stay on track and build confidence in your commitment to quality work environments.

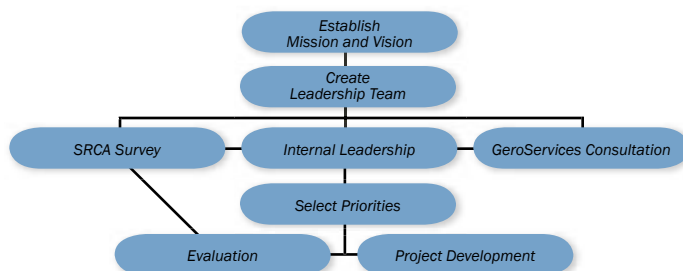


## Where to begin?

We recommend that you begin with the development of a staff retention team composed of representatives from all strata of your workforce. GeroServices can then help you to develop a proactive and positive strategy for culture change.

## The process

By using the Staff Retention Climate Analysis process you and your team will make appropriate and cost effective decisions that are tailored to your staff culture reality as well as your mission & vision. Below is a schematic of the rough logic and process of the staff retention culture change process.



## Pricing and more information

For more information call 412.421.7400  
or email [info@geroservices.com](mailto:info@geroservices.com)  
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GeroServices consultants are available for on-site assistance or cost effective video-conferencing consultation. Ask about our special system pricing for complete behavior management program development kits.