

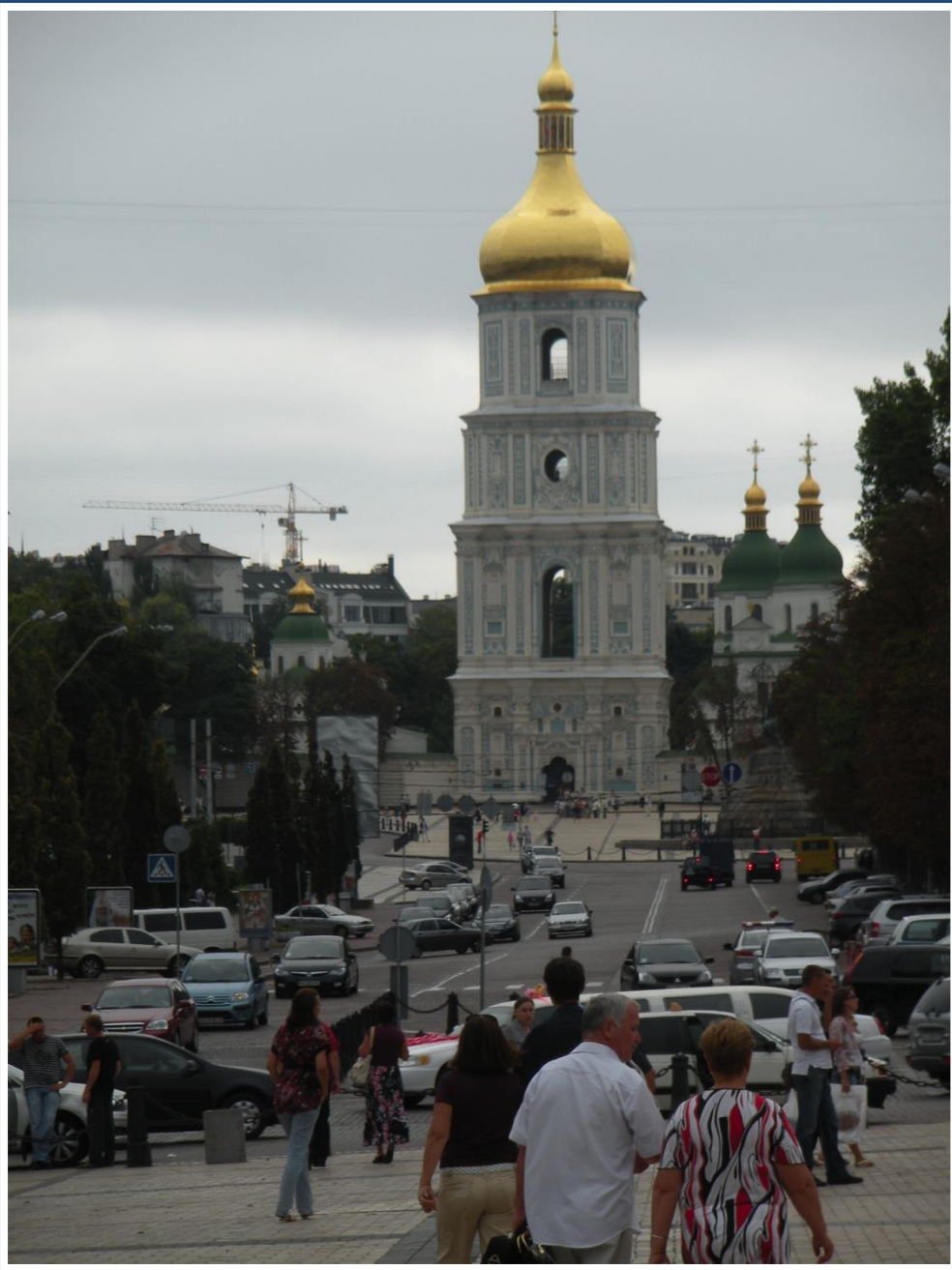


# DUMPED: WHEN EMPLOYEES LOSE THAT LOVING FEELING

William Uranga

April 17, 2013

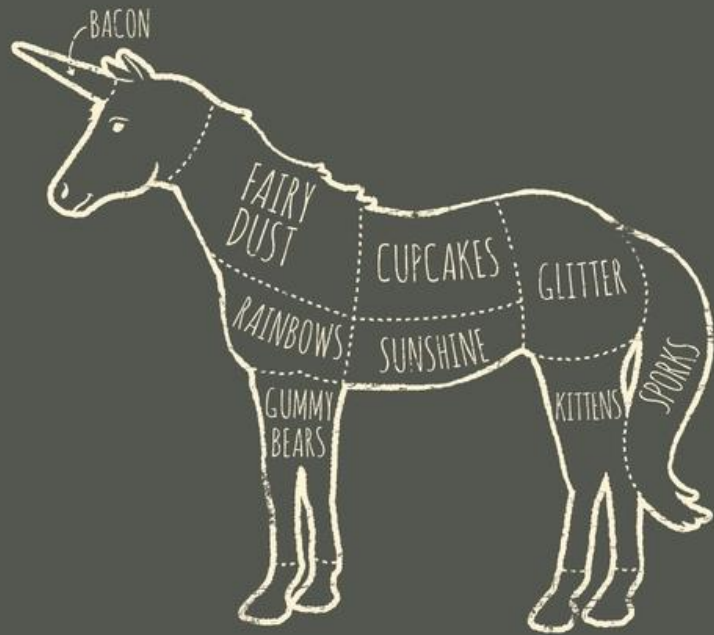
Silicon Valley Women in Human Resources and Friends



# An allegory about retention: Part I



What we know  
about our  
attrition?



The myths we tell ourselves about turnover?



You need  
to have Internal  
Big Data



THUD



What we have here is a failure to...



The  
importance of  
storytelling





Discovering,  
refining,  
opportunity and  
storytelling





An allegory  
about retention:  
Part II



Pulling it all  
together

# QUESTIONS?



## Credits:

- Cover: <http://bit.ly/Yil3hH>
- Google map icon: <http://bit.ly/13BNqvt>
- Threadless unicorn: <http://bit.ly/10Wu28F>
- GP light bulb: <http://bit.ly/161a3Fd>
- BC trust fall: <http://bit.ly/WZO7cM>
- Goldfish: <http://bit.ly/ZrLddt>
- City Slickers: <http://bit.ly/YPfPXe>
- Gift wrap: <http://bit.ly/14u2WZz>

**Contact:** <http://about.me/williamu>