

**Book:** Love'em or Lose'Em : Getting Good People To Stay 1<sup>st</sup> Edition

**Author:** Beverly Kaye and Sharon Jordan-Evans

**Publisher:** Berrett-Koehler Publishers, Inc., 2002, San Francisco, CA

**Reviewers:** Deryl Gulliford MHA, PhD

Glen Porter, CFAAMA

**Book Review:**

This month it was our privilege to read and review Love'em or Lose'em by Beverly Kaye and Sharon Jordan-Evans. This is an entertaining, easy read, and we certainly considered this time well spent in view of the excellent yield of practical employee retention ideas.

Love'em or Lose'em can be considered, literally, the "ABC's" of employee retention. The authors present a total of twenty-six really good ideas for keeping talented employees in your organization, one for each letter of the alphabet. To demonstrate, they begin with "A – Ask: What Keeps You Here?" and conclude with "Z – Zenith: Go for it." A few of the other key concepts presented include "F - Family – Get Friendly," "J – Jerk: Don't Be One" (my personal favorite), "P – Passion: Encourage It," and "X-ers: Handle with Care." These items, and the others presented in the book, are well founded, being based upon state-of-the-art research and thinking in organizational behavior and management.

Kaye and Jordan-Evans advise us that the conventional wisdom emphasizing wages and benefits as the keys to retention is not only wrong, but also dangerously wrong. They proceed to explain important background issues and then to teach us what we can do as administrators and managers to win the fierce competition for keeping the best talent in our facilities. Never has this been more critical to the healthcare industry than now. This is especially true with the current shortage of nurses and allied health professionals. All available evidence indicates that these workforce issues will continue to worsen in the years to come.

Under the heading of mentoring, an interesting passage from Love'em or Lose'em states "I wish I'd had someone to warn me about some of the political ins and outs that were never written in a policy manual." The authors point out that people with mentors are twice as likely to stay. Mentoring is a direct link to retaining your highest performers by transferring crucial skills and inspiring loyalty in new employees and emerging leaders.

Excellent employees are the heart and soul of any organization, and this book provides very practical advice on how we can keep them. The authors present a wealth of ideas that can be easily implemented in real world organizations. Most of these ideas are not complicated, nor expensive, nor time-consuming, and they do apply well to the health care delivery setting. I can strongly recommend this book to AAMA members. It is available from many popular literary vendors in the price range of \$16.00 - \$20.00.

