



## KEYNOTE

### INVISIBLE PEOPLE DON'T STAY LONG

Silence, busyness, and fear are driving people away (and a simple solution)

#### THE BIG IDEA

People don't leave because of pay.

They leave because they feel invisible.

In today's fast-paced, pressure-filled work environments, acknowledgment has become a lost art and it's costing credit unions their most valuable people and most loyal members.

This keynote unpacks how intentional acknowledgment, simple connection, and presence-driven communication can radically improve retention, engagement, and team performance — without needing another system or strategy.

#### THE PROBLEMS WE SOLVE

1. **Disengaged Employees** – Great people are checking out (or walking out) because they don't feel seen or valued.
2. **Silent Turnover** – Members and staff leave without warning — and no one asks why.
3. **Transactional Interactions** – Teams are so busy executing, they forget to connect.
4. **Unintentional Neglect** – Lack of feedback, appreciation, or attention makes people feel replaceable.
5. **Retention Without Connection** – Strategies focus on incentives, not acknowledgment — and it shows.

#### THE OBJECTIVES

Attendees will walk away with:

- Practical ways to build a real connection in the middle of busyness
- Acknowledgment tools that improve trust, loyalty, and retention
- A new lens for how to “see” people — teammates, members, and themselves
- Strategies for creating consistent moments of validation
- Communication habits that make people feel valued, not just used

#### THE DETAILS

- Length: 45–90 minutes (customizable)
- Audience: Leaders, HR teams, frontline staff, member engagement professionals
- Delivery Format: Live keynote or virtual session
- Customization: Tailored to fit your event theme, credit union values, and audience needs

#### THE NEXT STEP

Retention isn't about being perfect — it's about being present.

Book this keynote today: [frank@corebuild.solutions](mailto:frank@corebuild.solutions) | [corebuild.solutions](https://corebuild.solutions)