QUILLO
PRO

The Quillo YOUtilization Curve
An At-a-Glance Worksheet

Increasing retention starts with a plan, so let us help you put it into action. **The YOUtilization Curve**, shown here, highlights steps to help organizations build their retention strategy. Looking at one step at a time, print and use this as a guide to start drafting your retention strategy today! Use these boxes as a starting

point to create your own documents. Let us know what else Quillo can do

Reaching Your Retention Goal

Increased Retention

Better Relationships

Strong & Positive Communication

Enlist Champions

It Begins With <u>YOU</u>

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The **YOU**tilization Curve to help.

It Begins with YOU

How many minutes a day can I commit to building **new** habits? _____ minutes each day

☐ *I have set a daily reminder on my calendar.*

Three habits to focus on are:

1. _____

2. _____

3. _____

Enlist Champions

Who are **3 influencers** (leaders, managers, DSPs) in my organization who can help build YOUtilization? How and when can I contact them?

Name	Phone/Email	Date to connect
1. _____		
2. _____		
3. _____		

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Strong & Positive Communication

4 positive **Quillo** messages I (and our Champions) can record:

Topic	Who	Date to film

1. _____

2. _____

3. _____

4. _____

*Download the Video Planning Template for additional planning.

Better Relationships

5 employees I can encourage and/or get to know this week:

Name	How	Contacted

1. _____ ☐

2. _____ ☐

3. _____ ☐

4. _____ ☐

5. _____ ☐

Measuring Increased Retention

Monthly Retention (by %) of target populations

Group	Start % (MM/YY)	Goal % (+1 year)	Resulting % (+3 months)	Result % (+3 months)	Result % (+3 months)	Result % (+3 months)
Ex: New DSPs	*40% (03/19)*	*60% (03/20)*	*63% (06/19)*	*66% (09/19)*	*58% (12/19)*	*62% (03/20)*