



NEWS RELEASE

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FOR IMMEDIATE RELEASE

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Russell at Convergence

High marks for talking about retention at Microsoft conference

Novato, California (March 14, 2008) – “They must attend for all managers,” is how one attendee described David Russell's talk on employee retention and Microsoft's popular Convergence conference in Orlando, Florida earlier this week.

Russell's talk, titled “*Magnetize Your Business So Top Talent Sticks,*” gave Microsoft partners specific steps they can take to retain their top performers during the uncertain economic times. Another attendee remarked that it was an “Outstanding session, lots of great material and information.”

Many Microsoft partners wonder whether they should gamble \$5,000 or more in technical training on a new hire? Or how can they balance increasing productivity and retention simultaneously? Then there is the question of can you retain people by simply paying them more? Others just want the bottom line: What is the one thing you can do that is more important than anything else to retain your best people?

David Russell and his team at Success With People have worked with over 200 partner organizations during the last year. If you need answers to these questions or others about how to hire, manage, develop and retain top talent contact Success With People to learn what their clients - Microsoft, Cisco, Intel and other high tech solution channel partners - are doing to succeed in today's tumultuous economy.

About David Russell, the author

Partners of Microsoft, Intel, Cisco and other companies are turning to David Russell to improve the way they hire, manage, develop and retain top talent. The reason Russell is fast becoming the go-to leadership guru for high-tech entrepreneurs is he teaches a 12-step system to become an effective leader rather than just toss out some ideas and be gone. His focus on a systematic approach to fully engaging employees is unique and profitable for any company.

About Success with People

[Success With People](#), Inc. has over 200 clients. The company offers coaching, consulting, assessments and services focused on helping entrepreneurs, managers and business owners manage people and priorities more effectively. This quick to learn, easy-to-use system helps you build stronger, more productive relationships with employees that enable you achieve greater success. The *Success With People Talent Management Transformation (TMT)* is a way for entrepreneurs to establish or reorganize their employee and/or sales processes to grow their business to the next level. The *Success With People Club* offers custom-produced monthly Leadership Coaching CD's and on-call help as an automated mentoring service.

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