A person smiling for the camera

Description automatically generated with medium confidenceSHELONDA DARLING

Workforce Retention Strategist Shelonda Darling from Magnet Culture helps organizational leaders identify what's happening with the current employment landscape to shift manager mindsets so they can better lead and retain today's new workforce. Her real-world, engaging approach and tactics make managers more effective in their roles.

Shelonda has discovered the power in storytelling that gives employees a sense of belonging and pride in their company through her variety of corporate roles in Training and Development, Employee Engagement, HR Communications, and Corporate Communications.

And a self-proclaimed Xillennial born in 1980 on the cusp of Gen X and Millennials, she sits in the sweet spot for bridging the generational gaps because she can speak to both the expectations of traditional managers and the evolved expectations of today's younger workers.

Magnet Culture is a firm committed to reducing unnecessary employee turnover by bridging generational gaps and making managers more effective in their roles. As workforce thought leaders and trainers, the Magnet team presents 200+ programs annually exploring today's new workforce and sharing proven retention strategies from their book, Staying Power: Why Your Employees Leave & How to Keep Them Longer.