**Title:** OBM Systems to Increase Employee Engagement & Decrease Clinician Turnover While Developing Brand Ambassadors

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**Abstract:** Performance management systems are well documented in the empirical literature to increase treatment integrity and demonstrate positive impacts on employee retention, however very little research and application is available to build a sustained company culture supporting these efforts for decades. Furthermore, even fewer practical systems are available to provide sustained employee engagement that promotes the individuality of employees' professional niches. This discussion assimilates human resources professionals, clinicians, and organizational behavior management practitioners in a fluid manner that has proven results in an organization over a 15-year period.

## **Objectives:**

- The participant will describe at least 4 specific examples of organizational behavior management systems that support employees' individual professional niches.
- The participant will state how to build an organizational culture that supports active employee engagement
- The participant will explain how employees can become brand ambassadors that attract high quality candidates to your organization.

Brett DiNovi is a Board Certified Behavior Analyst and the CEO of the largest award winning behavioral consulting group of its kind on the East Coast of the United States. Brett DiNovi & Associates (BDA) deploys over 600 consultants serving NJ, NY, DE, PA, CA, ME, and internationally through the use of remote video consultation. Brett has the unique and distinguished experience of studying the principles of applied behavior analysis under the rigorous scrutiny of both Dr. Julie S. Vargas (formerly Skinner) and Dr. E.A. Vargas at West Virginia University's internationally recognized program. For the past 28 years, Brett has used behavior analytic principles to create large-scale change across school districts and businesses using the principles of organizational behavior management (OBM). Brett has been a consultant in Morgantown WV, an instructor at West Virginia University, a guest lecturer at numerous universities, a speaker on multiple Comcast Newsmakers TV programs, an expert witness in due process hearings, a contributing writer for online blogs, has publications in the Journal of Applied Behavior Analysis, and has been in executive leadership positions across schools and residential programs nationwide. In addition to a Lifetime Achievement award from Marquis Who's Who, voted in South Jersey Biz Magazine for "Best Places to Work", "Best of Families" in Suburban Magazine, and the distinguished "Top Ranked U.S. Executives" award, Brett's proudest accomplishment is being a role model and father for his 3 children, one of whom is on the autism spectrum.