

WINNING THE TALENT WARS: BUILD A WINNING CULTURE OF ATTRACTION, HIGH- PERFORMANCE & RETENTION



The number one issue troubling business leaders today is the increasing difficulty of recruiting, motivating, and retaining the best talent. There is a talent shortage at every level, in every industry. The talent wars are back on and more heated than ever. Organizations and individuals are forced to adjust to the 'new normal' of constant change and uncertainty.

Make no mistake, the talent wars are affecting organizations of every shape and size:

- Average durations of employment are decreasing
- Voluntary unplanned turnover rates are increasing
- Departure demand is increasing
- Open-position rates and time-to-hire rates are increasing
- Early voluntary departure of new hires is increasing



What can you do about it? There are two options: enter a bidding war for talent or build a winning culture. RainmakerThinking's research shows that bidding wars don't work. At the highest level, the goal must be to **build a winning culture**. But a winning culture is much more than ping pong tables and happy hours. Building a winning culture takes time and effort and is everyone's responsibility.

Bruce Tulgan will arm senior executives, HR leaders, and hiring managers with the leading strategies and tactics to build a winning culture in your organization.

PARTICIPANTS WILL LEARN:



- The challenges, causes, and costs of today's talent wars
- What a winning culture really means to employees today
- The eight dream job factors that employers can leverage to attract and retain top talent
- The five steps to successful hiring
- How to boost the prestige factor of your organization as a top employer
- Why you should "do more" for your superstar employees

TECHNIQUES AND BEST PRACTICES FOR:



- Developing a hiring process that attracts more of the talent that your organization needs
- Improving onboarding processes in order to reduce turnover among new hires
- Reinventing the concept of "knowledge work" in your organization, turning every employee into a knowledge worker
- Making retention a priority for everyone in the organization, not just management or HR
- Increasing retention of high performers and turnover among low performers
- Creating an upward spiral of improvement for every employee in the organization