

Attracting and Retaining Talent



Some Facts

- Talent is rare, therefore precious.
- Talent attracts talent.
- Talent follows talent.
- Talented people are demanding and striving for excellence.
- Talented people will challenge you.

Talent-Skills-Experience

- These are three very different concepts that, unfortunately, often are confused with each other.
- Talent is a superior ability that cannot be learned, you were born with it or you were not.
- Skills are and can be learned, how fast depends on how much talent you have.
- Experience comes regardless of talent or skills, but the quality of your experience depends greatly of how much you have exposed yourself to learning in action.

Experience

- How many years of experience means little.
 - Is 10 years 10 years, or 10 times 1 year?
 - Diverse experience or repetitive experience?
- Same amount of experience can differ greatly between organizations and under which supervisor they have been obtained.
- Yet, employers and employees count experience in years.

Skills

- Skills can be demonstrated by diplomas or certificates.
- Skills can be related to the teacher or the school where they have been learned.
- Skills can be demonstrated by showing them in person.

Talent



- Talent is very difficult to demonstrate other than by reputation or by showing it in person.

Attracting Talent

- Since talent is attracted by talent, your organization must show her values and commitment to superior abilities.
- Your organization must have a reputation of attracting and nurturing talent. Facts count more than words.

Differentiate your company

- Most companies present themselves in the same way (deliver high quality and strong commitment to customers, employees being the most valuable assets, etc...).
- Therefore, they do not sound any different from each other.
- Then, how can a talented candidate feel more attracted to your organization?

Differentiate your company (2)

- Show tangible proof that you are the organization of choice for talent.
- Be “talent-visible”: make yourself known as such!
- Be ready to open new opportunities when a talented candidate shows up.
- Communicate about what talent means to you.

Communicate for talent



- Design the career opportunity section of your website to attract talent.
- Have a HR Department that specifically looks for talent.
- Write talent-oriented job postings, instead of the average wish list.
- Be open about remuneration (talented people increase your ROI!)

Limitations of resume

- More and more, resumes are considered as just the step to get the job interview, with unfortunate consequences wasting your time.
- People lie on their resumes.
- Increasingly, resumes are written by professionals, not the candidates.
- Computer systems screen on keywords. Useful and convenient, but might miss other valuable information. The actual art of reading a resume is to read what is between the lines.
- Does a resume tell you what you need to know?

Resume-less approach

- What would be better than being able to assess candidates directly on their real abilities?
- What if, instead of telling you their life story, they simply can demonstrate it?
- What if you could match abilities and job requirements, and therefore optimize job allocation in the very same process?

Resume-less approach (2)

- Such an approach is already used very successfully.
- Replace the resume by an assignment.
- Have the candidates profile themselves.
- Make sure that this process do not allow a third party to “replace” the applicant.

Retaining Talent



- Now that you have hired a talented employee, you must make sure that he/she will not leave.
- Finding one talented person for the job is difficult, so finding two is even more so.
- Losing a talented employee can end up being very expensive.
- Make your organization a place that talented employee do not even consider leaving!

Best place to work for

- Be able to do what one does best.
- Get recognition.
- Get proper feedback.
- Have a clear sense of purpose, and common goals shared by all.
- Get the necessary tools and support to do the job.
- Have a respectful boss and colleagues.
- Not having to be afraid of speaking up.
- Being listen to.
- Remuneration in line with talent

Why would a talented employee leave?



- Have the feeling of not being appreciated.
- Have the feeling of not using enough of their talent.
- Not seeing growth potential.
- Job is not challenging enough.
- Feeling underpaid.

Interested?



Then do the natural thing!
Contact us at:
info@happyfuturegroup.com

