# Let's Talk About Talent



**David Cohen** VP, North America LinkedIn Talent Solutions

## **Course Objectives**



### During this course you will learn to...

- Understand the rapidly changing dynamics of the labor markets
- Create and scale your ideal culture
- Hire the right people early
- Retain your best people
- Use LinkedIn for free to create leverage for your business

Agenda

10	Introductions
20	Creating and Scaling Culture
20	Hiring the Right People
15	Break
20	Retaining Top Talent
5	5 Ways to Use LinkedIn for Free
10	Closing Remarks & Take-Aways

## **Creating and Scaling Culture**



#### **Creating Authentic Culture**

- Identify your organizations Values
- Bring your employees along in the journey
- Demonstrate your Values consistently

### Scaling Culture Through Growth

- Culture and Values are not words on the wall
- Hire people who are aligned to your Values
- Reinforce the right behaviors through recognition

# **Hiring the Right People**



## **Retaining Top Talent**



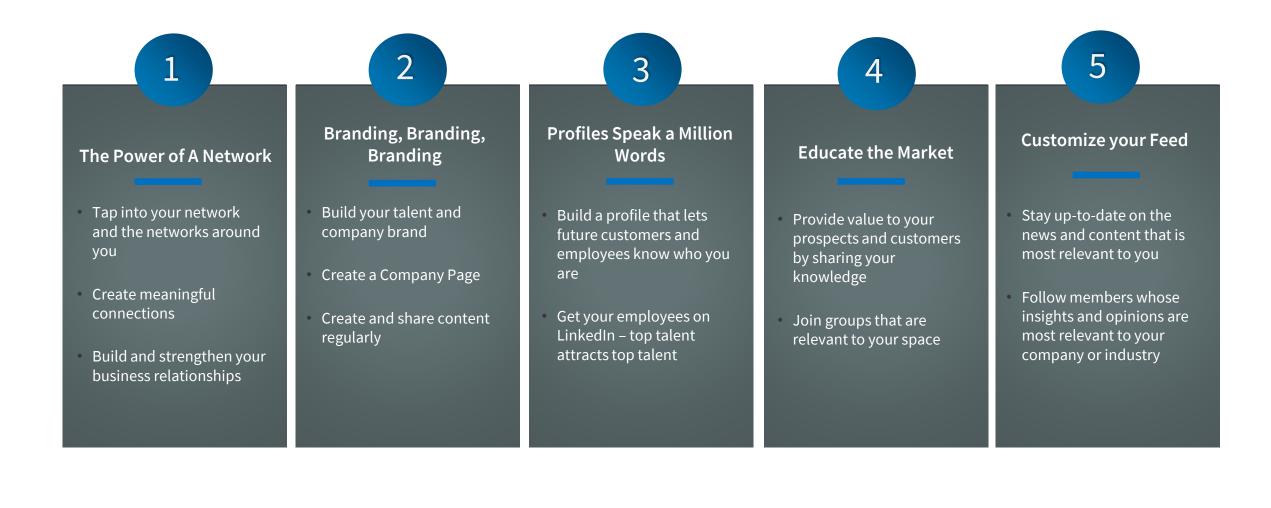
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- Engagement before day 1 sets the stage
- Continue the positive experience through New Hire Onboarding
- Check in early and often

#### **Recognition & Reward**

- Recognition means something different to everyone
- Understand each employee's motivators and future goals
- Provide learning & growth opportunities

## **5 Ways to Utilize LinkedIn for Free**



# Thank You



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