

Let's Talk About Talent



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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



Start with Values

- Attract the right people through your values
- Tap into the networks around you



Identify Competencies

- What are the core competencies of the role(s)?
- What will this person need to be successful 1 – 2 years from now?
- What are the gaps on your team?



Build the Right Panel

- Build diverse interview panels
- Include peers
- Create focal areas
- Align on good vs great

Retaining Top Talent



Retention Starts Before Day 1

- 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

1

The Power of A Network

- Tap into your network and the networks around you
- Create meaningful connections
- Build and strengthen your business relationships

2

Branding, Branding, Branding

- Build your talent and company brand
- Create a Company Page
- Create and share content regularly

3

Profiles Speak a Million Words

- Build a profile that lets future customers and employees know who you are
- Get your employees on LinkedIn – top talent attracts top talent

4

Educate the Market

- Provide value to your prospects and customers by sharing your knowledge
- Join groups that are relevant to your space

5

Customize your Feed

- Stay up-to-date on the news and content that is most relevant to you
- Follow members whose insights and opinions are most relevant to your company or industry

Thank You



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