

TALENT FORCE

A New Manifesto for the Human Side of Business

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The Web site for this book is at www.talentpartners.net.

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MAIN IDEA

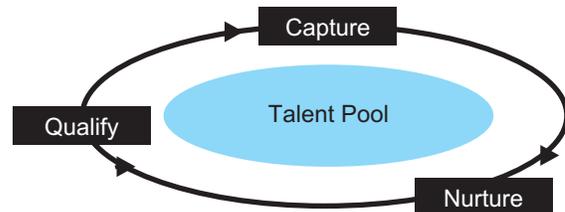
Every business has a “workforce” but only relatively few companies ever make a serious attempt to develop a genuine “talent force” – putting the right talent in the right places at every key position in the organization. This is a mistake because it’s your people alone that differentiate your company – not your market position, your brand reputation or even your products or services. High quality talent has always been and always will be the key competitive differentiator.

With this in mind, it’s time for companies to get serious about finding, recruiting, and then retaining high-quality performers. The engine room for this program will be this three-stage talent plan:

Capture – talent relationships by using new Web-based technologies which attract the attention of the best talent through ongoing regular updates of the Web site and pushing your message.

Nurture – talent by forming long-term relationships and by regularly providing them with information they will value.

Qualify – match prospects with specific job openings they will be interested in, or build some bench strength so if one key person leaves, a suitable replacement will be available.



“Your company might have 10, 50, 500, 1,000 or 20,000 people, but do you have the right talent in the right places at every key position in your company? Do you see your employees not as a collection of bodies, but as the best collection of talent for your business? In short, do you have a workforce or a talent force? Quality talent is always scarce. Even during the employer’s market of the past 50 years, there has been – and always will be – a shortage of quality talent. Think about it. Do your colleagues, directors and managers – each one of them – continuously exceed expectations? Have you turned away ideal job candidates because your organization already overflows with stellar talent? No leader of a company, country, or economy, has ever claimed his people are just too effective and that he does not know what to do with all their skills. When you internalize the fact there is always a shortage of quality talent, you can plan accordingly.”

– Rusty Rueff and Hank Stringer

1. Marketplace trends with regards to talent Pages 2 - 3

Irrespective of anything else which happens in business, quality talent is always scarce and in demand. It’s imperative to get the right people in the right place at the right time. You have to plan accordingly. The current mix of demographics, technologies and economies is creating both challenges and opportunities to find the best people. Most of the old assumptions about the availability of talent are no longer true.

2. Responding to these trends – Create a talent plan. Pages 4 - 7

To create a forward-thinking organization, you have to get ahead of your competitors by finding and hiring talented people. You need to work towards a solid future by developing a talent plan for your organization. There are seven key elements to an effective talent plan:

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|-----------------------------------|--|
| The key elements of a talent plan | ▶ 1 Appoint a strategic recruiter – your Chief Talent Officer (CTO) |
| | ▶ 2 Build your own dynamic and high profile talent brand |
| | ▶ 3 Constantly work to enlarge and boost your talent community |
| | ▶ 4 Develop sound metrics to measure your ongoing success in recruiting |
| | ▶ 5 Be prepared to pay great talent its true market rate |
| | ▶ 6 Increase your relationship recruiting, even as you use other technology |
| | ▶ 7 Be innovative and creative in the way you recruit new talent |

3. Executing your talent plan Page 8

If your company is to succeed in finding, hiring and then retaining high performers, you’ll need to focus on a sensible and realistic talent plan driven by a capable talent leader. When properly organized and run, talent sourcing is not another business expense. Instead, a sound and well-run talent plan is a key strategic business asset. It’s a way to build wealth in almost any organization, but that value only gets fully unlocked when your organization executes its talent plan. Having a talent plan is worthwhile but it’s in the execution the benefits are derived.

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