



Inspiration !

You put together the best team that you can with the players you've got. and replace those who aren't good enough." - Robert Crandall (Ex CEO - American Airlines)



You need to be aware of what others are doing, applaud their efforts, acknowledge their successes, and encourage them in their pursuits. When we all help one another, everybody wins. - Jim Stovall (renowned motivational speaker)



Each of us has much more hidden inside us than we have had a chance to explore. Unless we create an environment that enables us to discover the limits of our potential, we will never know what we have inside of us - Muhammad Yunus (Founder - Grameen Bank)



In the past a leader was a boss. Today's leaders must be partners with their people, they no longer can lead solely based on positional power. Ken Blanchard - Consultant)

Company Vision, Purpose, and Strategy

Talent Strategy

**Recruit, Engage,
and Retain your
Talent**

Leadership

Culture

Building a brand Strategy Model

Strategic Imperatives

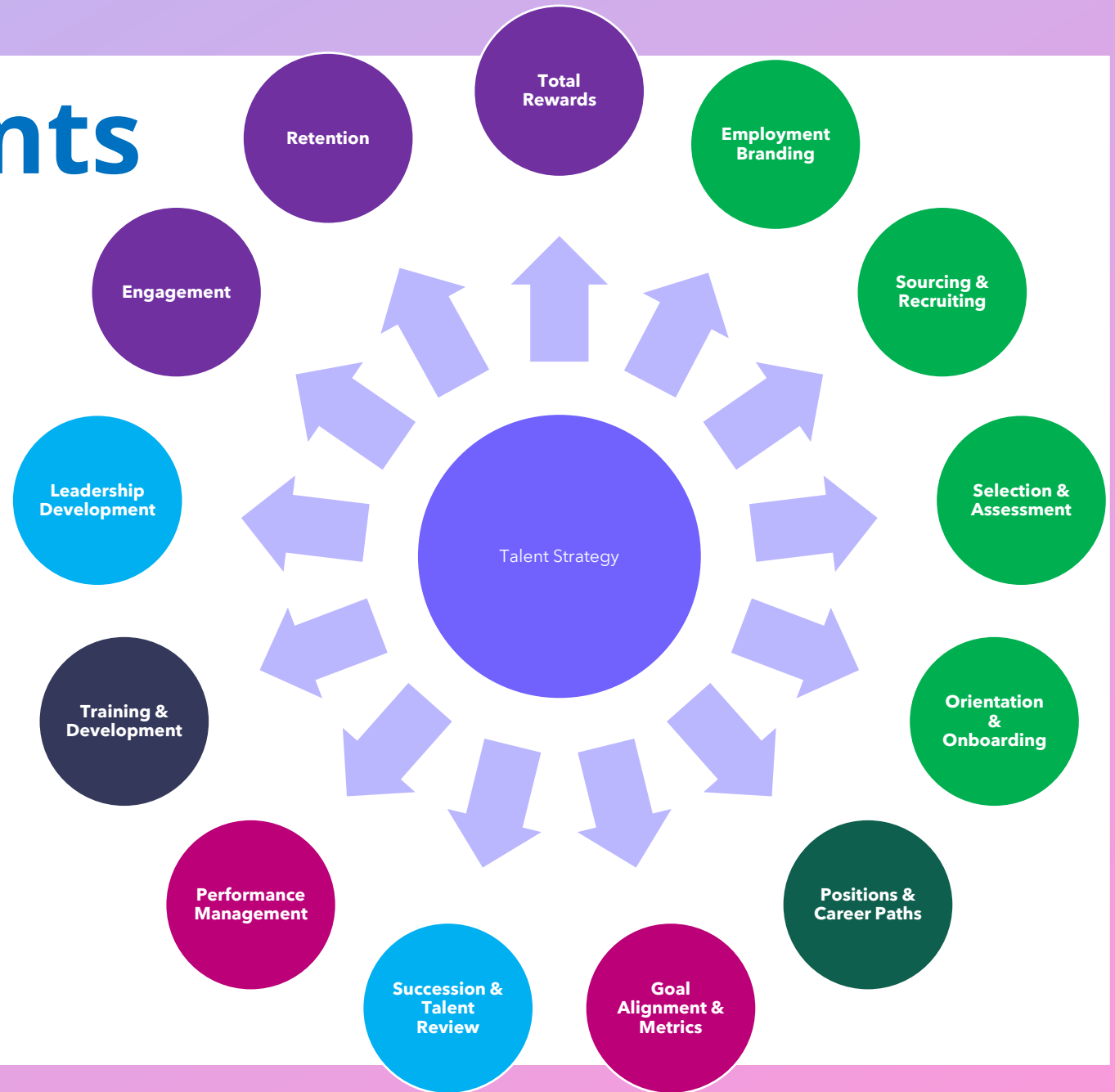
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graph TD; A[Strategic Imperatives] --> B[Core Organizational Capabilities]; B --> C[Strategic Workforce Plan & Talent Segmentation];
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Core Organizational Capabilities

Strategic Workforce Plan & Talent Segmentation

Strategy Segments

- Talent Acquisition
- Performance Management
- Career Development
- Succession Planning
- Learning and Development
- Engagement and Retention



Branding Strategy Lifecycle



How to build a Talent Strategy?

- Identify Talent Needs/Gaps, Now and into the future
 - New roles needed
 - Leadership skills needed
 - Technical Skills Needed
 - Number needed
 - Timing of need

Identify Existing Talent Gaps

- Right people/right skills
- Emerging leaders ready now
- Learning aptitude of talent
- Aging workforce
- Flight risk



Design a Talent Acquisition and Workforce Planning Strategy

- Fill current needs
- Fill projected new opportunities
- Identify future talent needs and gaps
 - Growth
 - Retirement
 - Business Changes
 - Skill Gaps
- Proactive sourcing strategy for future needs
- Adapt to market changes

Curate Your Talent

- Talent Review
- Succession Planning
- Career Paths
- Development Plans
- Internships
- Apprenticeships
- Job Shadowing

Develop a Strong Company Culture

- Enable employees to balance work and life. Allow flexible starting times, core business hours and flexible ending times if possible.
- Involve employees in decisions that affect their jobs and the overall direction of the company, if possible; must buy into company vision.
- Staff adequately so overtime is minimized for those who don't want it and people don't wear themselves out.
- Nurture and celebrate organization traditions: Have an annual corporate party. Run a food collection drive every December. Pick a monthly charity to help.
- Offer growth opportunities within your organization (cross-training programs, new opportunities, sit on challenging committees, attend seminars and read and discuss books)

Develop a Strong Company Culture

- Meet with new employees to learn about their talents, abilities and skills; help employees feel welcomed, acknowledged and loyal.
- Share information promptly, openly and clearly — Trust & Openness.
- Celebrate successes and milestones — organizational and personal
- Your staff members must feel rewarded, recognized and appreciated
- Provide tuition reimbursement if possible.
- Offer competitive vacation and holiday benefits.
- Offer competitive salaries.
- Offer an attractive, competitive, benefits package with components such as life insurance, disability insurance and flexible hours.

Possible Roadblocks

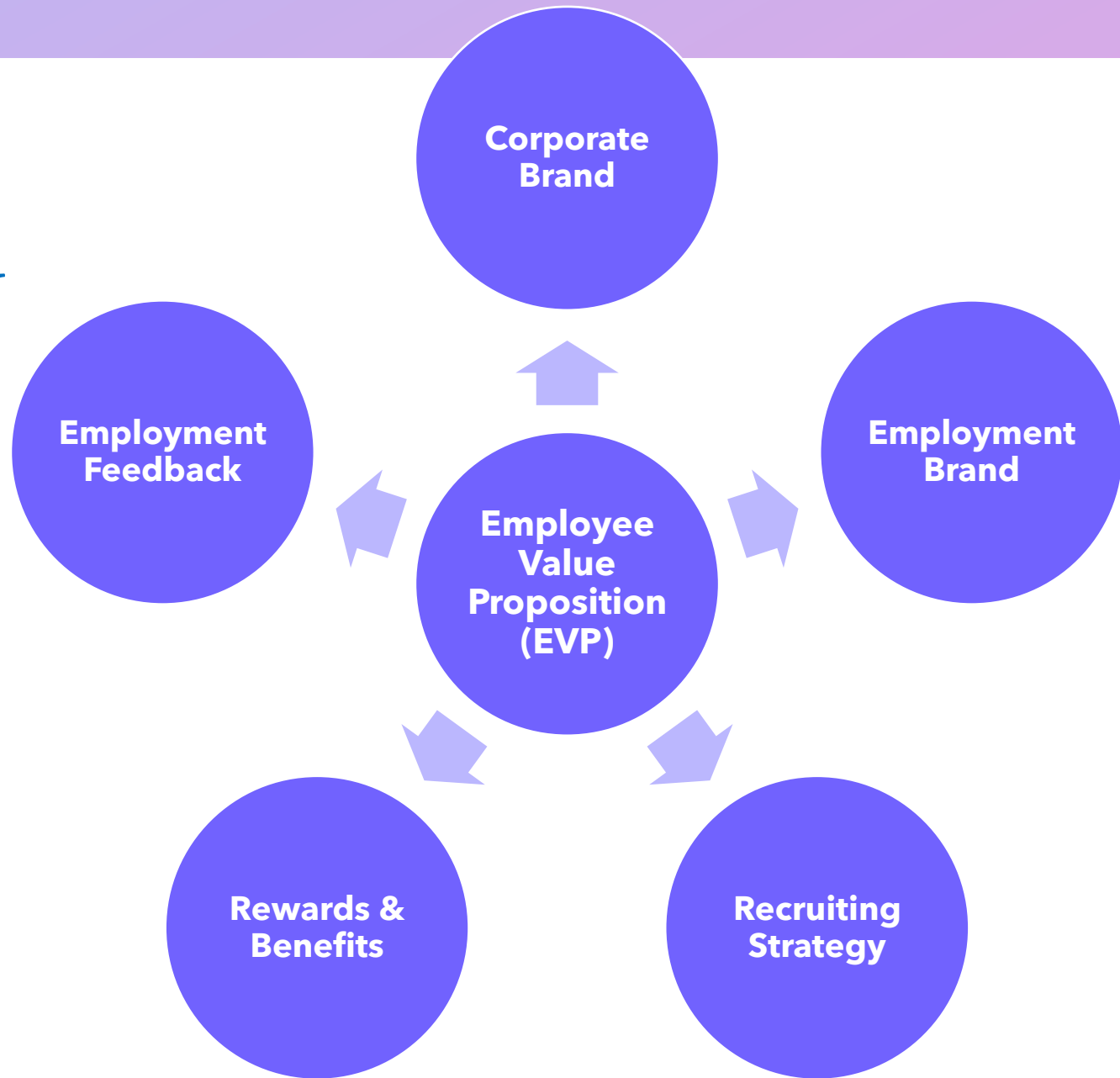
- The quality of the supervision an employee receives is critical to employee retention; People leave managers and supervisors more often than they leave companies or jobs. They must provide:
 - clarity about expectations, career development and earning potential,
 - give regular feedback about performance.
 - provide a framework within which the employee perceives he can succeed.
- Communicate clear expectations to the employee (expected **clear, measurable and realistic** deliverables and performance of their job).
- The ability of the employee to speak his or her mind freely: Actively listen to employees concerns — both work related and personal.
- Talent and skill utilization; allow employees to work in other areas where their skills may be applicable.
- The perception of fairness and equitable treatment.

Culture and Employment Branding

- A conscious campaign to create and promote an identity that candidates find attractive
- Market Everything You Offer
- Build A Strong Company Culture
- Build and Publicize Your Culture and Brand
- Share What Makes Your Company Unique
- Make people want to work with you!!!



Defining a Differentiated Value (Best in Class)



Resources

- [The Culture Code](#) by Daniel Coyle
- [Developing a Positive Culture where People and Performance Thrive: Foreword by Kim Cameron](#), by [Marcella Bremer](#) and Kim Cameron
- [Developing a Positive Culture Where People and Performance Thrive](#) by [Marcella Bremer](#)
- [The Deadly Sins Of Employee Retention: Solve The Great Resignation, Quiet Quitting, Burnout, And More](#) by Mark Murphy and Andrea Burgio-Murphy
- [The Culture: Creating Excellence With Those You Lead](#) by [James C. Hunter](#)
- [Culture Wins](#) by William Vanderbloemen
- [The Burnout Generation](#) by Anne Helen Petersen
- [Succession: Mastering the Make-or-Break Process of Leadership Transition](#) by Noel M. [Tichy](#)

Questions?

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