

# Get in Gear:

## Talent Strategies to Kickstart Your Company's Growth

Company stuck in neutral?

Placing the right people in the right roles – and helping them reach their potential – will position you for profitable growth:

### In this eBook, you'll learn:

- Why strong talent strategies are a must – no matter your business or industry,
- How to find and keep the people you need,
- How to tailor staffing to meet your business needs, and
- How to find the help you need to connect with great talent.



# Why Do We Need Strong Talent Strategies?

Today's economy is skill-based. To compete, businesses need workers with strong skills and the ability to use those skills to adapt to rapid changes in technology, consumer demand and available information.

In addition:

- The U.S. Department of Labor estimates the average cost of a bad hiring decision can equal **30%** of the individual's **first-year potential earnings**.
- Currently, **51%** of employed workers are either searching for a new job or keeping their eye on available job openings because they don't see a reason to stay at their current job.
- Meanwhile, total employment is expected to increase by **8.9 million jobs** between 2018 and 2028, according to the U.S. Bureau of Labor Statistics.

Finding the right talent will continue to be a challenge for most employers. On the following pages we share strategies for finding them.



# Strategy #1: Hire People Your Company Can Grow Into

Hiring for the skills you need *today* is urgent – but hiring for the skills you'll need *tomorrow* is essential.

**Why?** Because a business that's stuck at a particular growth stage is probably there because its staff don't know how to push further.

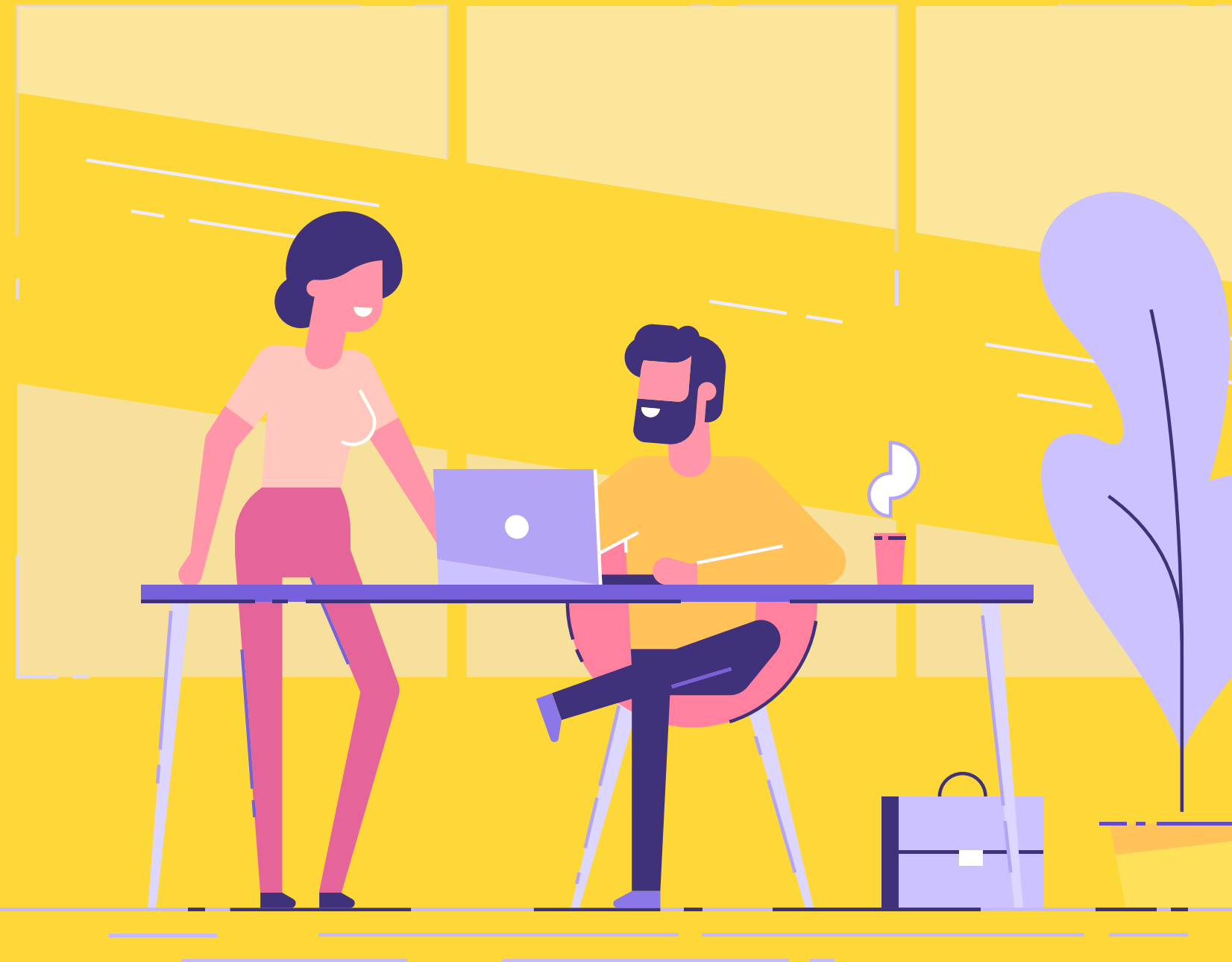
Choosing people for the company you want to become, rather than the company you are, drives growth.



# Executing Strategy #1

To hire people your company can grow into:

- Hire for “growth mindset” by looking for candidates who have their eye on the future.
- Look for “A-players” who solve problems proactively or recommend solutions.
- Build pathways for advancement within the company and tailor positions to include the training required to thrive at a higher level.



# Strategy #2: Treat Your Employees Like Demanding Customers

Customers bring business and revenue to your company. A business that isn't supported by its own employees, however, will struggle – and as it struggles, customers will lose faith.

When employees don't feel like their boss or company respects them, cares about their input, or is willing to change in order to improve their ability to do their jobs well, they're more likely to leave for an employer who does. This means *higher turnover* and *less stability* for your customers, products, and image – both of which jeopardize growth.



# Executing Strategy #2

When you meet employee demands the same way you meet customer demands, you build a powerhouse company whose workers are its most zealous supporters.

To treat your employees like demanding customers:

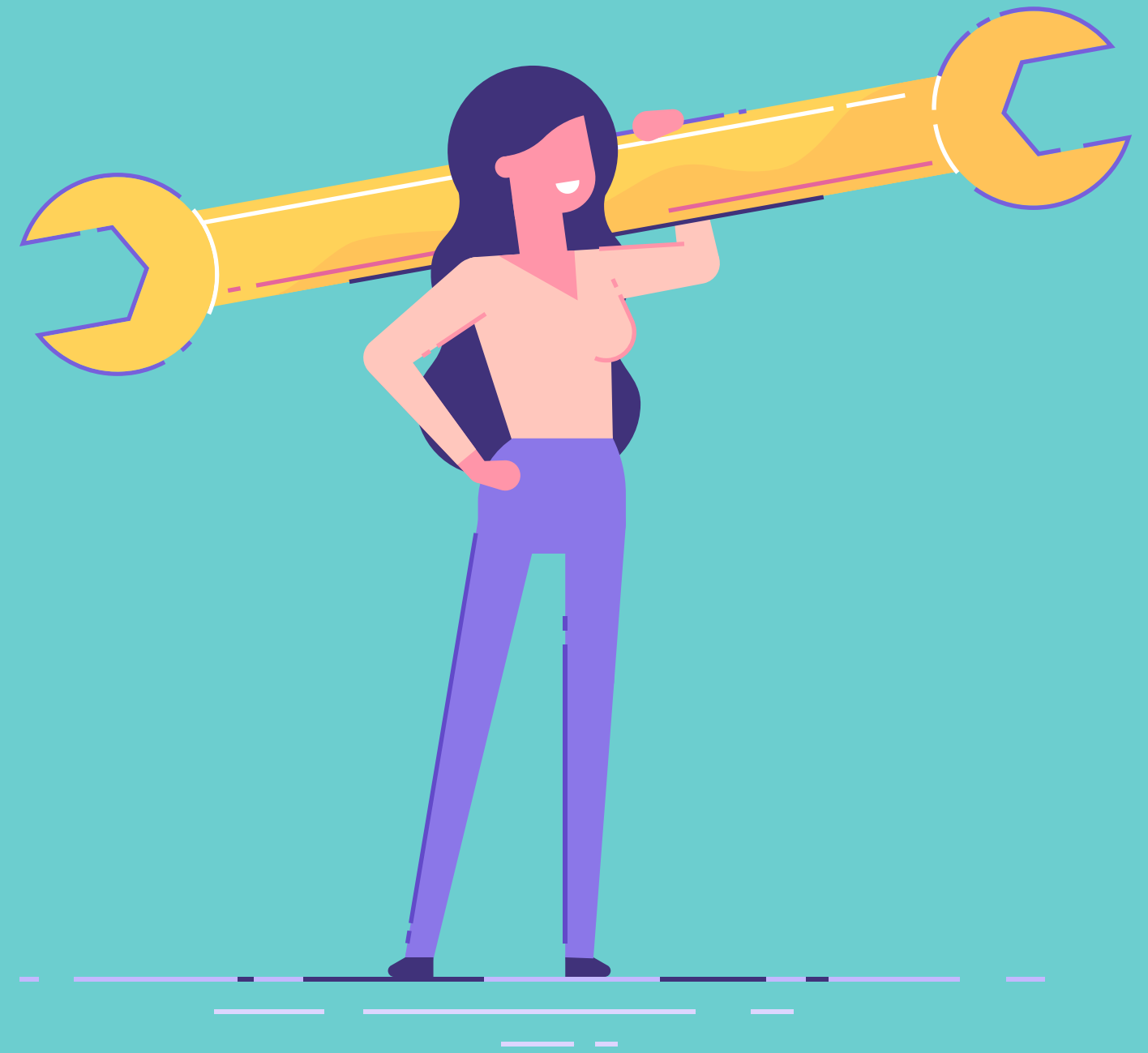
- Define shared values for your teams, and hire accordingly.
- Set high standards, and make the changes that enable your team to meet them.
- Create a constant feedback loop in which employees feel free to share their take on work, knowing they not only won't be punished, but are likely to be rewarded for spotting and fixing a problem.



# Strategy #3: Hire People, Not Employees

The majority of workers under 40 seek work-life balance, and they're willing to switch jobs and employers until they find it.

Employers who seek to integrate work into the lives of the people they hire help their workers combat stress and fatigue, avoid burnout, and continue to grow and thrive within the company.



# Executing Strategy #3

By focusing on hiring the whole person, employers can ensure their workers not only have the requisite skills for success, but also have the non-work time and resources required to support good physical and mental health, drive curiosity and innovation, and perform long term.

## To hire people, not just employees:

- Offer flexible scheduling that accommodates various lifestyles and needs.
- Make generous paid family leave a cornerstone of your compensation package.
- Create re-entry programs for new parents and others who had to step away from work.





# Strategy #4: Choose a Best-Fit Talent Solution

There are many ways to staff your business. The one you choose should be tailored to drive your particular business goals.

To build a best-fit staffing strategy, consider:

- Do we need to augment in-house capabilities with contract staff?
- Do seasonal rushes require temporary workers to help meet demand?
- Which posts need a full-time employee to cover day to day tasks?
- When is outsourcing a viable option?



# Executing Strategy #4

Full-time, part-time, contract workers, outsourcing: Businesses can blend these methods of finding the right talent to create a workforce that adapts to quickly changing business and economic circumstances.

With an understanding of your particular staffing blend in mind:

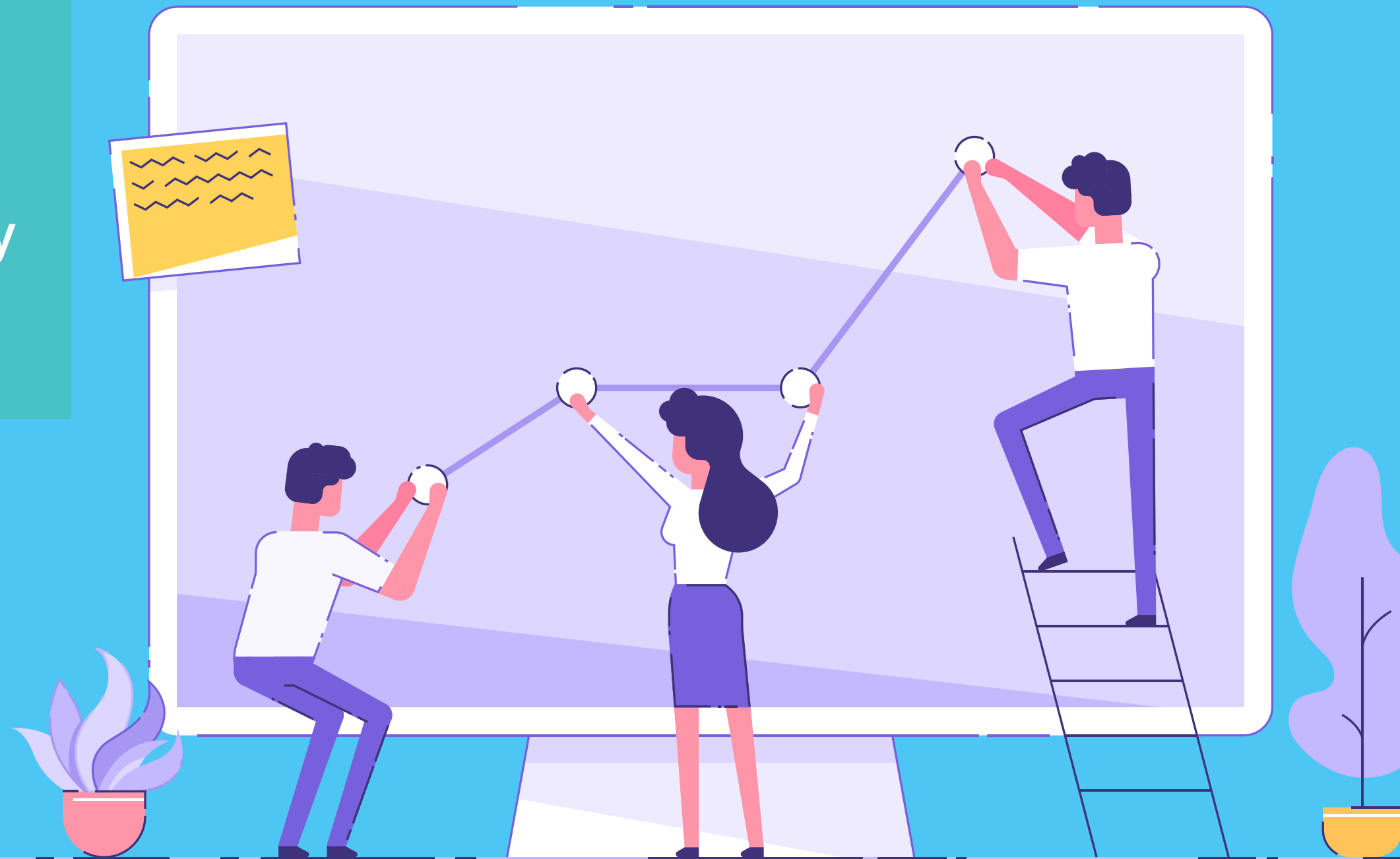
- Focus on finding long-term staff who offer a great cultural fit.
- Build an onboarding program for contract or temporary staff.
- Learn more about options for outsourcing specific tasks or processes.



# Strategy #5: Build a Coalition

Building strong talent strategies requires working more closely with your employees – but it also requires connections with professionals who make staffing their passion.

Staffing firms are an excellent source of the professional, outside perspectives a company needs to improve its staffing strategies.



# Executing Strategy #5

Reach out to others in your field, as well as professionals in talent placement and staffing, for additional perspectives and support.

## To build a coalition:

- Learn from other business leaders' books, presentations, and interviews about how they changed their talent strategy for the better.
- Connect with a staffing firm that can help you strategize with your business's unique needs in mind.

