

Attract Top Talent

**Your To-Do List to
Become a Talent Magnet**



Lead Every Day
Operating
System



Lead Every Day
Operating
System



Lead Every Day **Operating** **System**



Lead Every Day **Operating System**



Lead Every Day Operating System



*WHERE DOES
ATTRACT TOP
TALENT FIT?*



Lead Every Day Operating System



Improve Team Performance



Improve Team Performance



ATTRACT TOP TALENT



Improve Team Performance



ATTRACT TOP TALENT

MASTER TEAM BASICS



Improve Team Performance



ATTRACT TOP TALENT

MASTER TEAM BASICS

PURSUE GENUINE COMMUNITY



Improve Team Performance



ATTRACT TOP TALENT

MASTER TEAM BASICS

PURSUE GENUINE COMMUNITY



**How hard is it for you
to attract top talent?**



**How hard is it for you
to keep them?**



A story about chicken...



**“A problem well-defined
is half-solved.”**

CHARLES KETTERING



**What's the difference
between top talent
and typical talent?**



**What does top talent
look for in a job?**

The Research



The Research



7,000+ PARTICIPANTS



The Research



7,000+ PARTICIPANTS

50 STATES



The Research



7,000+ PARTICIPANTS

50 STATES

AGES 15-65+



The Research



7,000+ PARTICIPANTS

50 STATES

AGES 15-65+

450 INTERVIEWS





**What attracts and keeps
top talent is different
than what attracts and
keeps typical talent.**



Non-Negotiables



Non-Negotiables

HEALTHY CULTURE



Non-Negotiables

HEALTHY CULTURE

FAIR WAGES



Non-Negotiables

HEALTHY CULTURE

FAIR WAGES

SOLID BRAND



Top Talent Wants Three Things





TOP TALENT WANTS A... **Better Boss**



A grayscale photograph of three construction workers wearing hard hats and safety vests, engaged in a conversation on a construction site. The image is framed by a thick orange border.

**Doesn't everyone
want a better boss?**



**What do you
think this means?**

A Better Boss...





A Better Boss...

DEMONSTRATES CARE



A grayscale photograph of three people—two men and one woman—wearing safety glasses and light-colored shirts, smiling in a workshop setting. They are gathered around a piece of machinery. The image is framed by a thick orange border.

**How can you
demonstrate care
for those you lead?**



A Better Boss...

DEMONSTRATES CARE

STAYS ENGAGED





A Better Boss...

DEMONSTRATES CARE

STAYS ENGAGED

LEADS WELL





**What can you do to
improve the level of leadership
in your organization?**



What **one thing
will you do to become
a better boss?**



TOP TALENT WANTS A...
Brighter Future





**Doesn't everyone
want a brighter future?**



**Top talent comes
into an interview with a
different set of questions**



**How will
this role help
me grow?**



**How will I be
challenged?**

**How will
this role help
me grow?**



How will I be
challenged?

**How will
this opportunity
prepare me for a
brighter future?**

How will
this role help
me grow?

The background is a complex collage of various images, including people, technology, and data. It features silhouettes of people in a meeting, a hand typing on a laptop keyboard, a woman holding a glowing orb, and various abstract patterns and icons. The entire collage is framed by a thick orange border.

How would you answer
questions like these?

Your Role...



Your Role...



CHAMPION GROWTH





Your Role...

CHAMPION GROWTH

PROVIDE CHALLENGE





Your Role...

CHAMPION GROWTH

PROVIDE CHALLENGE

PROMOTE OPPORTUNITY





**Specifically, what can you
do to ensure those working
in your organization will
have a **brighter future?****



TOP TALENT WANTS A...

Bigger Vision





**Top talent wants to make a
difference as much as they
want to earn a paycheck**



**What would you say if a
prospective employee asked
how your organization makes
a difference in the world?**



**Great people are
attracted to great causes**

Three Things You Can Do...



Three Things You Can Do...



ENSURE ALIGNMENT





Three Things You Can Do...

ENSURE ALIGNMENT

FOSTER CONNECTION*

* to the vision





Three Things You Can Do...

ENSURE ALIGNMENT

FOSTER CONNECTION*

* to the vision

CELEBRATE IMPACT





**How well does your
organization celebrate?**



**How strategic
are your celebrations?**



**What could you celebrate
in the **next 30 days** to
illustrate your organization's
impact in your world?**



Top Talent Wants



Top Talent Wants

BETTER BOSS



Top Talent Wants

BETTER BOSS

BRIGHTER FUTURE



Top Talent Wants

BETTER BOSS

BRIGHTER FUTURE

BIGGER VISION



IS THAT ALL?



IS THAT ALL?

**There's one more
crucial element...**



**You must
tell the story!**



**No matter how good you are,
if top talent doesn't know,
you receive no credit.**



Three Strategies...



Three Strategies...

BE PROACTIVE





Three Strategies...

BE PROACTIVE

LEVERAGE TECHNOLOGY





Three Strategies...

BE PROACTIVE

LEVERAGE TECHNOLOGY

DEPUTIZE EVERYONE





LET'S PRACTICE

Find a partner and tell them why they should want to work for your organization.



**You have to tell
the right story!**



**If you work here,
you'll be well-led, you'll learn
and grow, and you'll be part
of something really big!**



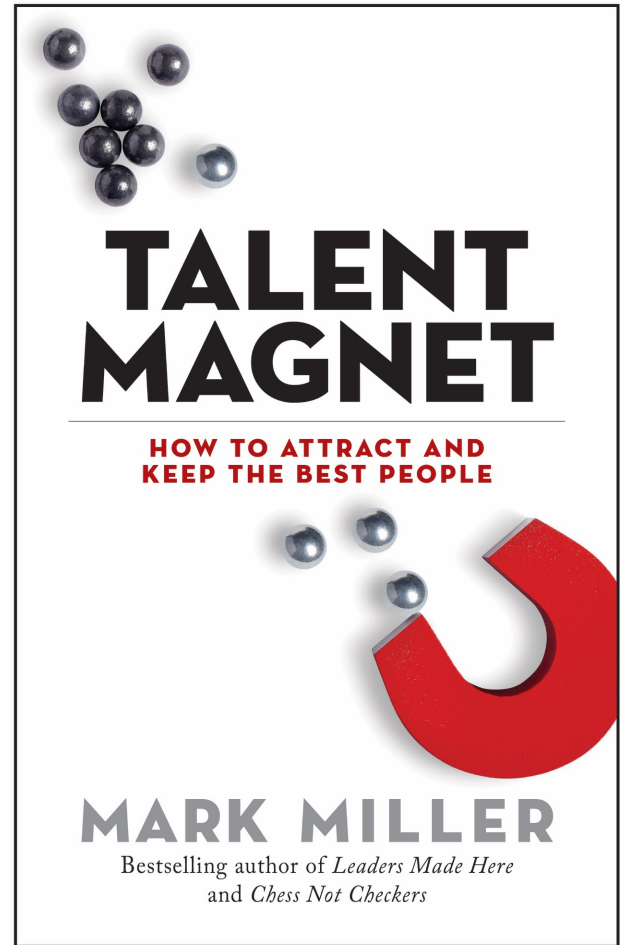
**What's your biggest takeaway
for your organization?**



What will **you** do to help
your organization attract
and keep top talent?



FOR MORE INFO



Attract Top Talent

**Your To-Do List to
Become a Talent Magnet**

