



Talent Management

Introduction:

Understanding Talent

The idea of developing talent is not a new concept in any business. In fact every successful company that has 'stood the test of time' has done so because of their ability to attract, retain and get the best out of their talent. Today we read of a 'war for talent'. This has emerged, not because companies have forgotten about talent, or allowed it drop off of the radar but, because in some fundamental ways, the talent has changed.

We have a new kind of young person entering the business world, with a very different world view, set of values, priorities and goals.

Focus Unit 1: Attracting and recruiting Talent:

In order to effectively attract and recruit talented employees you need to understand what talent is looking for in a career and how they will view your business in terms of fitting in with their needs. Your approach to each one of your potential recruits needs to be altered to suit who they are.

By examining this through the perspectives of the different generations, we are able to look at their attitudes to work, what kind of career, organisation and benefits they are looking for and know what kind of techniques will ensure that your recruitment process is successful in each generational context.

This focus unit looks at the following:

- ❑ **attitudes to work**
- ❑ **career goals**
- ❑ **views on organisations and how they are currently run**
- ❑ **what benefits each generation is looking for**
- ❑ **techniques to attract the different generations: what will make your organisation stand out?**
- ❑ **techniques to recruit the different generations: how should the job offer be presented?**

Focus Unit 2: Retaining and developing Talent

In order to effectively retain and develop Talent you need to understand what the generations are looking in a future career and in an organisation. Your approach to each one of your employees needs to be altered to fit individual goals and personal needs.

This focus unit looks at the following:

- ❑ **work ethics and values**
- ❑ **career planning**
- ❑ **work environments and culture**
- ❑ **benefits and reward systems**
- ❑ **ways of motivating**

Focus Unit 3: Managing Talent

An in depth look at how the generations internalise authority will enable you to adjust your management style to fit in with who they are.

We are able to look at the attitudes of the different generations to leadership and management; what kind of management approaches will ensure that you gain maximum loyalty, productivity and job satisfaction from each of your employees.

This focus unit looks at the following:

- ❑ **attitudes to authority**
- ❑ **management styles for the different generations including conflict management**
- ❑ **leadership styles used by the different generations**
- ❑ **specific techniques to help you manage different generations including communication and feedback preferences**
- ❑ **coaching and mentoring preferences including**
 - **The role of coach**
 - **The coaching process**
 - **How to plan for and create conversations**
- ❑ **customising your style**

Number of delegates: Minimum 10, Maximum 40

We understand that every company and organisation, no matter the size, is unique, and thus experiences its own set of challenges within its own particular culture.