

## Talent Magnet How To Attract And Keep The Best People The High Performance

When it comes to running a business, the most important decisions a leader makes are not about products or locations--they're about people. For the past 33 years, Dee Ann Turner has been recruiting, training, and retaining some of the best employees in the restaurant business. Now she's ready to share her secrets on how to build, sustain, and grow an organizational culture that attracts world-class talent and consistently delights customers, no matter what your industry. In *Bet on Talent*, Turner shows you how to - create a remarkable company culture - select, sustain, and steward talent - nurture internal relationships - create company loyalty that leads to customer loyalty - instill the practice of servant leadership within your organization - treat everyone with honor, dignity, and respect - and much more

How to find, keep and get the best from the people who can make an enterprise thrive is the subject of the *Talent Management Pocketbook*, now in its 2nd edition. It features checklists and self-assessment tools to gauge current talent management strategy and pinpoint where improvements can be made. Included too are examples of outstanding talent management practices. How do you judge with confidence that someone will succeed in a bigger role? The book describes how the 'potential profiler' can help identify potential talent in the key performance areas. It is one of several helpful models described. Blending talent in order to build talented teams is another focus of this illustrated pocketbook. It deals with its subject in clear, concise terms with the emphasis on providing practical solutions. The *Talent Management Pocketbook* has been written for trainers, HR and recruitment professionals, and for line managers with responsibility for retaining and developing talented team members.

Now available from Pocket Books, the critically acclaimed book club favorite featuring a proud, sarcastic heroine with a quick wit, short fuse, and an affinity for Grey Goose vodka. Sassy and successful real estate agent Charisse Tyson has it all—the stately, three-story colonial, a dream job, and a 7-Series BMW. After two decades of tumultuous relationships with cheating men, she's ready to overhaul her life and make some lasting changes. Charisse swears off dating and sex until she feels ready for a healthy relationship—but unfortunately stunningly sexy, charming Dwayne, a client of Charisse's, comes along and her plans change. But can she learn from her past mistakes and learn to trust men—and herself?

*What Does Top Talent Really Want?* More than vision, strategy, creativity, marketing, finance, or even technology, it is ultimately people that determine organizational success. That's why virtually every organization wants more top talent. But do you know what they're looking for? It might not be what you think! *Talent Magnet* will show you how to attract and keep great people.

Examines the traits that define most people who achieve success, heart, smarts, guts, and luck, and helps readers to determine which traits they possess.

Every great company has an engaged workforce, and nurturing a culture of engagement is at the heart of great leadership—employees who really care about their work, their coworkers, and the organization can supercharge a company's success. But for many years, engagement has been suffering. Gallop reports that 70 percent of employees are not fully engaged on the job. Mark Miller draws on more than forty years of leadership experience to show leaders at all levels how to change the conversation and create real competitive advantage in the process. In the fourth book in Miller's High Performance Series, CEO Blake Brown sets out to discover how to create the kind of workplace where everyone feels excited to come to work, passionate about what he or she brings to the company, and energized at the end of the day. It's a journey that takes him literally all over the world—from Italy to Greece to Green Bay and more. What he discovers from the pages of history is as relevant as the evening news. Engagement unleashes untapped potential buried deep within the hearts of your people. An engaged workforce is more creative, more driven, and more enthusiastic about reaching company goals. If you put the lessons in this book to work, your people will never look at work, or their leaders, the same way again.

Why are the Dallas Cowboys, once revered as "America's Team," now so often reviled and the subject of controversy? *The Law of Magnetism* makes it clear.

10TH ANNIVERSARY EDITION, REVISED AND UPDATED In this new edition of their classic business fable, Ken Blanchard and Mark Miller get at the heart of what makes a leader successful. Newly promoted but struggling young executive Debbie Brewster asks her mentor the one question she desperately needs answered: "What is the secret of great leaders?" His reply—"great leaders serve"—flummoxes her, but over time he reveals the five fundamental ways that leaders succeed through service. Along the way she learns: • Why great leaders seem preoccupied with the future • How people on the team ultimately determine your success or failure • What three arenas require continuous improvement • Why true success in leadership has two essential components • How to knowingly strengthen—or unwittingly destroy—leadership credibility The tenth anniversary edition includes a leadership self-assessment so readers can measure to what extent they lead by serving and where they can improve. The authors also have added answers to the most frequently asked questions about how to apply the SERVE model in the real world. As practical as it is uplifting, *The Secret* shares Blanchard's and Miller's wisdom about leadership in a form that anyone can easily understand and implement. This book will benefit not only those who read it but also the people who look to them for guidance and the organizations they serve.

Presents a business fable that discusses the three elements that successful teams have in common and how to implement them into one's organization.

Wall Street Journal Bestseller A thought-provoking, accessible, and essential exploration of why some leaders ("Diminishers") drain capability and intelligence from their teams, while others ("Multipliers") amplify it to produce better results. Including a foreword by Stephen R. Covey, as well the five key disciplines that turn smart leaders into genius makers, *Multipliers* is a must-read for everyone from first-time managers to world leaders.

Lead each person on your team up the learning curve. What's the secret to having an engaged and productive team? It's having a plan for developing all employees--no matter where they are on their personal learning curves. Better morale and higher performance happen through learning, argues Whitney Johnson. In over twenty years of coaching, investing, and consulting, Johnson has seen that employees need continuous learning and fresh challenges to stay motivated. The best bosses know this, and they know how to make it happen by thoughtfully designing people's jobs around the skills they have today as well as the skills they'll need to be even more valuable tomorrow. That's how entire organizations stay competitive in an unpredictable, rapidly changing business environment. In this book, Johnson explains how to become one of those bosses and how to build your A-team by: Identifying what your employees already know and what they need to learn Designing their jobs to maximize engagement and learning Applying a seven-step process for leading each person up their learning curve We all want opportunities to learn, experiment, and grow in our jobs. When our bosses work with us to help us leap to new challenges, the result is a team that knows how to thrive, no matter what the future holds.

THE INSIDE STORY OF THE EPIC TURNAROUND OF FORD MOTOR COMPANY UNDER THE LEADERSHIP OF CEO ALAN MULALLY. At the end of 2008, Ford Motor Company was just months away from running out of cash. With the auto industry careening toward ruin, Congress offered all three Detroit automakers a bailout. General Motors and Chrysler grabbed the taxpayer lifeline, but Ford decided to save itself. Under the leadership of charismatic CEO Alan Mulally, Ford had already put together a

bold plan to unify its divided global operations, transform its lackluster product lineup, and overcome a dysfunctional culture of infighting, backstabbing, and excuses. It was an extraordinary risk, but it was the only way the Ford family—America's last great industrial dynasty—could hold on to their company. Mulally and his team pulled off one of the greatest comebacks in business history. As the rest of Detroit collapsed, Ford went from the brink of bankruptcy to being the most profitable automaker in the world. American Icon is the compelling, behind-the-scenes account of that epic turnaround. On the verge of collapse, Ford went outside the auto industry and recruited Mulally—the man who had already saved Boeing from the deathblow of 9/11—to lead a sweeping restructuring of a company that had been unable to overcome decades of mismanagement and denial. Mulally applied the principles he developed at Boeing to streamline Ford's inefficient operations, force its fractious executives to work together as a team, and spark a product renaissance in Dearborn. He also convinced the United Auto Workers to join his fight for the soul of American manufacturing. Bryce Hoffman reveals the untold story of the covert meetings with UAW leaders that led to a game-changing contract, Bill Ford's battle to hold the Ford family together when many were ready to cash in their stock and write off the company, and the secret alliance with Toyota and Honda that helped prop up the American automotive supply base. In one of the great management narratives of our time, Hoffman puts the reader inside the boardroom as Mulally uses his celebrated Business Plan Review meetings to drive change and force Ford to deal with the painful realities of the American auto industry. Hoffman was granted unprecedented access to Ford's top executives and top-secret company documents. He spent countless hours with Alan Mulally, Bill Ford, the Ford family, former executives, labor leaders, and company directors. In the bestselling tradition of *Too Big to Fail* and *The Big Short*, *American Icon* is narrative nonfiction at its vivid and colorful best.

From executives complaining that their teams don't contribute ideas to employees throwing up their hands because their input isn't sought—company culture is the culprit. *Courageous Cultures* provides a road map to build a high-performance, high-engagement culture around sharing ideas, solving problems, and rewarding contributions from all levels. Many leaders are convinced they have an open environment that encourages employees to speak up and are shocked when they learn that employees are holding back. Employees have ideas and want to be heard. Leadership wants to hear them. Too often, however, employees and leaders both feel that no one cares about making things better. The disconnect typically only widens over time, with both sides becoming more firmly entrenched in their viewpoints. Becoming a courageous culture means building teams of microinnovators, problem solvers, and customer advocates working together. A microinnovator is the employee who consistently seeks out small, but powerful, ways to improve the business. A problem solver is the employee who cares about what's not working and wants to make it better. They uncover and speak openly about what's not working and think critically about how to fix it. A customer advocate is the employee who sees through your customers' eyes and speaks up on their behalf. They actively look for ways to improve customers' experience and minimize customer frustrations. In our world of rapid change, a courageous culture is your competitive advantage. It ensures that your company is "sticky" for both customers and employees. In this book you'll learn practical tools to uncover, leverage, and scale the best ideas from every level of your organization. See how the latest research conducted by the authors confirms why organizations struggle when it comes to creating strong cultures where employees are encouraged to contribute their best thinking. Learn proven models and tools that leaders can apply throughout all levels of the organization, to reengage and motivate employees. Understand best practices from companies around the world and learn how to apply these strategies and techniques in your own organization.

Nobody likes to lose good employees. But sometimes the loss of a key employee can be disruptive to the business at best, and completely disastrous at worst. Organizations that don't take steps to address future talent needs at all levels will face some major obstacles or even near collapse when undervalued key employees get burned out and leave you to fend for yourself. The most comprehensive book on the subject, the fifth edition of the bestselling *Effective Succession Planning* covers every base of how to address future talent needs before a crisis hits, including how to:

- Identify competencies and clarify organizational values
- Plan for and quickly fill crucial vacancies at all levels
- Develop and retain top talent
- Assess current needs and future resources for seamless succession planning
- And more

Updated with current best practices, trends, and technology, the latest edition also includes: succession planning for small businesses and nonprofits; replacement planning; transition management; downsizing; international issues; mergers and acquisitions as a talent strategy; and succession planning for technical positions as well as roles built on longstanding social relationships. Don't risk the loss of your most valued employees and their accumulated wisdom and experience that has been key to your company's success for many years. *Effective Succession Planning* is your go-to indispensable guide for avoiding the catastrophe that losing them would bring.

When you become a Multiplier, your whole team succeeds! Why do some leaders double their team's effectiveness, while others seem to drain the energy right out of the room? Using insights gained from more than 100 interviews with school leaders, this book pinpoints the five disciplines that define how Multipliers bring out the best across their schools. By practicing these disciplines, you'll learn how to:

- Attract top teachers to your school
- Create an intense environment that demands people's best thinking
- Drive sound decisions by constructing debate and decision-making forums
- Give your team a sense of ownership for responsibilities and results

A practical, real-world training manual for mid-level management *Managing to Make a Difference* presents a leadership guide for those in the middle. The C-suite has a wealth of resources for leadership guidance, but middle managers face a quandary: often given little guidance on how to excel, they are also under enormous pressure to do a variety of things other than "lead." This book provides much-needed tools and techniques for building a high-performing team—without letting your other duties suffer. Organized around a coherent philosophy and based on solid research, the discussion offers a roadmap to engagement, talent development, and excellence in management. From difficult situations and organizational challenges to everyday motivation and inspiration, these techniques help middle managers achieve the goals of their organization while empowering their workers to achieve their own. Talent development is probably not your full-time job—yet it drives the engagement that results in high performance. This book shows you how to hit the "sweet spot" of middle management, with a host of tools and strategies to help you help your team shine. Motivate, inspire, and lead your team with confidence Manage through challenges and overcome obstacles Develop key talent and maintain high engagement Adopt practical management tools based on substantiated research Most organizations direct the majority of their development resources to the C-suite, but still expect their mid-level managers to attract, engage, retain, and develop talent; but successfully juggling everyday duties while maintaining team performance and leading around roadblocks leaves little room for management planning. *Managing to Make a Difference* offers the solution in the form of tools, techniques, and practical strategy for a high performing team.

Presents information how to spot and sidestep roadblocks on the entrepreneurial journey and sets readers on a path to startup success.

**\*\* NEW YORK TIMES BESTSELLER! \*\*** Ready to take the next step toward living in alignment with the Universe? The #1 New York Times best-selling author of *The Universe Has Your Back* shows you how. In *Super Attractor*, Gabrielle Bernstein lays out the essential steps for living in alignment with the Universe--more fully than you've ever done before. "I've always known that there is a nonphysical presence beyond my visible sight," Gabby writes. "All my life I've intuitively tuned in to it and used it as a source for good. . . . What we call it is irrelevant. Connecting to it is imperative." *Super Attractor* is a manifesto for making that connection and marrying your spiritual life with your day-to-day experience. In these pages, you'll learn to: \* Move beyond dabbling in your practice, when it's convenient, to living a spiritual life all the time \* Take practical steps to create a life filled with purpose, happiness, and freedom \* Feel a sense of awe each day as you witness miracles unfold \* Release the past and live without fear of the future \* Tap into the infinite source of abundance, joy, and well-being that is your birthright \* Bring more light to your own life and the world around you This book is a journey of remembering where your true power lies. You'll learn how to co-create the life you want. You'll accept that life can flow, that attracting is fun, and that you don't have to work so hard to get what you want. Most important, you'll feel good. And when you feel good, you'll give off a presence of joy that can elevate everyone around you. After reading this book, you will know how to fulfill your function: to be a force of love in the world.

In our modern business landscape, the war for talent is more complex than ever. You need to attract and retain the best talent for your organization to win, but without the right strategy or mindset, you won't be able to compete. If your revenue is declining, you're losing market share to your competition, or your organizational health is deteriorating, it's time to evolve how you approach this never-ending war. After all, your PEOPLE--not your product or service--are your strongest competitive advantage. *The Talent War* explores how US Special Operations Forces (SOF) assess, select, and develop their world-class talent. You'll learn how to adopt a talent mindset, the single greatest weapon you can possess in the war for talent. When your organization reflects this mindset, you will hire, train, and develop the right people, and put them in the best positions to make decisions that allow you to retake the advantage and win the war.

The global race for talent is on, with countries and businesses competing for the best and brightest. Talented individuals migrate much more frequently than the general population, and the United States has received exceptional inflows of human capital. This foreign talent has transformed U.S. science and engineering, reshaped the economy, and influenced society at large. But America is bogged down in thorny debates on immigration policy, and the world around the United States is rapidly catching up, especially China and India. The future is quite uncertain, and the global talent puzzle deserves close examination. To do this, William R. Kerr uniquely combines insights and lessons from business practice, government policy, and individual decision making. Examining popular ideas that have taken hold and synthesizing rigorous research across fields such as entrepreneurship and innovation, regional advantage, and economic policy, Kerr gives voice to data and ideas that should drive the next wave of policy and business practice. *The Gift of Global Talent* deftly transports readers from joyous celebrations at the Nobel Prize ceremony to angry airport protests against the Trump administration's travel ban. It explores why talented migration drives the knowledge economy, describes how universities and firms govern skilled admissions, explains the controversies of the H-1B visa used by firms like Google and Apple, and discusses the economic inequalities and superstar firms that global talent flows produce. The United States has been the steward of a global gift, and this book explains the huge leadership decision it now faces and how it can become even more competitive for attracting tomorrow's talent. Please click here to learn more about the book.

In today's fiercely competitive job market, with the balance of power squarely in job-seekers' hands, how can organizations attract and retain the most talented candidates--and the best additions to their culture? The answer may surprise you. The most effective employer brands don't attract candidates; they repel them. Combining the expertise of employer brand industry leaders Charlotte Marshall and Bryan Adams, *Give & Get Employer Branding* redefines the concept of an employee value proposition entirely. Instead of a sales pitch aimed at seducing candidates with sizzle, this refreshing new approach harnesses the value to be found within the cultural realities and expectations of the company. You'll learn how to create a "smart filter," elevate your organization's strengths by pairing them with what it truly takes to thrive, and answer the burning questions on candidates' minds like never before.

All high performance organizations have one thing in common: execution. The men and women who work there sustain performance at seemingly otherworldly levels of precision, accuracy, and consistency. In the fifth and final book of Mark Miller's High Performance series, he uses his trademark business fable format to show how any organization can cultivate the kind of everyday habits that yield extraordinary results. Miller tells the story of Blake Brown, a CEO who learns how to help his team to consistently excel at execution from a perhaps unlikely source: his son's high school football coach. The story is fictional, but the principles and practices are very real, derived from years of research led by a team from Stanford University. Miller and his team interviewed leaders and employees from numerous world-class organizations, including the Navy SEALs, Starbucks, Apple, Southwest Airlines, the Seattle Seahawks, Mayo Clinic, Cirque du Soleil, and more. The lessons learned were then field-tested with over seventy businesses employing over 7,000 people. Miller gives you proven tools to release the untapped potential in your people, create a strong competitive advantage, and win not just on game day but every day.

Attracting, hiring, developing and retaining the right people is crucial to an organization's success. The stakes have never been higher: a 2015 study by CAP suggests that the average cost of employee attrition is 20% of a mid-level employee's annual salary and up to 213% of a high-level executive's salary. In a business environment changing so rapidly that jobs which will be essential in 2020 don't even exist yet, *Exceptional Talent* examines how changes in technology, communication, and employee preferences are impacting the talent journey. It gives practical advice for how to build an effective recruitment and talent management strategy to meet the needs of the business today and prepare for the challenges of the future. *Exceptional Talent* covers how to build an authentic employer brand, explores new ways of sourcing candidates and explains how to use print, digital, social and mobile platforms to target the right people in the right way. Highlighting the impact of networks, relationships and referrals on talent acquisition, it also provides tools and techniques to create an efficient recruitment process, strategies for effective onboarding of new employees as well as practical advice and best practice case studies for retaining and engaging employees.

Amoral, cunning, ruthless, and instructive, this multi-million-copy New York Times bestseller is the definitive manual for anyone interested in gaining, observing, or defending against ultimate control -- from the author of *The Laws of Human Nature*. In the book that *People* magazine proclaimed "beguiling" and "fascinating," Robert Greene and Joost Elffers have distilled three thousand

years of the history of power into 48 essential laws by drawing from the philosophies of Machiavelli, Sun Tzu, and Carl Von Clausewitz and also from the lives of figures ranging from Henry Kissinger to P.T. Barnum. Some laws teach the need for prudence ("Law 1: Never Outshine the Master"), others teach the value of confidence ("Law 28: Enter Action with Boldness"), and many recommend absolute self-preservation ("Law 15: Crush Your Enemy Totally"). Every law, though, has one thing in common: an interest in total domination. In a bold and arresting two-color package, *The 48 Laws of Power* is ideal whether your aim is conquest, self-defense, or simply to understand the rules of the game.

The *Talent Magnet Field Guide* is a companion to the book, *Talent Magnet*. There is a long-standing truth in the world of organizations: talent wins! But how do you attract the best people? What do they really want? Based on his rigorous and extensive research, Mark Miller learned that top performers are looking for very different things than solid contributors. Miller identifies these three critical aspects of a true Talent Magnet and explores the deeper meaning of each. He pulls back the curtain on what leaders can do to find and retain the very best people—a strategic need every leader faces.

With the growth of knowledge-based economies, cities across the globe must compete to attract and retain the most talented workers. *Seeking Talent for Creative Cities* offers a comprehensive and insightful analysis of the diverse, dynamic factors that affect cities' ability to achieve this goal. Based on a comparative national study of 16 Canadian cities, this volume systematically evaluates the concerns facing workers operating in a range of creative endeavours. It draws on interviews, surveys, and census data collected over a six-year research program conducted by experts in business, public policy, urban studies, and communications studies to identify the characteristics and features of particular city-regions that influence these workers' mobility and satisfaction. *Seeking Talent for Creative Cities* represents a rigorously empirical test of popular wisdom on the true relationship between urban development and economic competitiveness.

Small-scale, incremental real estate development is gaining momentum as an alternative to more conventional approaches. Small-scale development helps create authentic places, acts as a magnet for new investment, and helps attract talent-based employment, all while fostering a more resilient local economy. This, in turn, helps communities better differentiate themselves when seeking new investment in an increasingly competitive landscape. Despite those virtues, entrepreneurial developers working to "build small" face jurisdictional and capital barriers that impede bringing this approach to scale. Drawing on extensive research and using case studies, interviews with over 100 developers, and first-hand knowledge gained from tours of several U.S. cities, author Jim Heid articulates what small-scale development means, why it is essential to communities of every size and in every location, and how entrepreneurial developers and community leaders can help remove obstacles to small--delivering successful projects and resulting in a better approach to building community.

*Talent Magnet How to Attract and Keep the Best People* There is a long-standing truth in the world of organizations: talent wins! But how do you attract the best people? What do they really want? Based on his rigorous and extensive research, Mark Miller learned that top performers are looking for very different things than solid contributors. In *Talent Magnet*, Miller uses a clever and entertaining business fable to share these findings. He tells the parallel stories of Blake Brown, a CEO struggling with winning the war for talent, and Blake's sixteen-year-old son Clint, who is trying to get his first job so he can raise money to buy a well for a village in Africa. Blake reaches out to leaders in other industries and works with his team to solve the puzzle of making his organization a destination for exceptional performers. But he also learns from his son. Listening to Clint and his friends compare notes on the companies they've worked for that summer, ranging from the awful to the inspirational, Blake realizes they want the same three things out of a job as any top performer in a Fortune 500 company. Miller identifies these three critical aspects of a true talent magnet and explores the deeper meaning of each. He pulls back the curtain on what leaders can do to find and retain the very best people—a strategic need every leader faces.

The competition wants your customers AND your best people. Learn the new rules for attracting top talent and getting them to stick around. *Talent Magnetism* offers straightforward, easy-to-apply techniques that help managers navigate the challenges of attracting and keeping talent to foster innovation and fuel growth. Roberta Matuson, bestselling author of *Suddenly in Charge* and award-winning management consultant, shows you how with:

- \* Fresh techniques and creative ways to build an organization with talent magnetism, where top talent is pulled in with minimal effort on the employer's part.
- \* Proven methods which focus on what today's post-recession workers value most. Hint: It isn't what you think!
- \* Case studies of organizations that have achieved "magnetic" status without Toyotasized budgets.
- \* Rules of Attraction: recommendations to propel you forward at warp speed.

Drawing on real-life case studies and examples, Matuson demonstrates the new rules of workplace attraction and retention, helping you and your organization develop irresistible talent magnetism.

Employees don't work for companies; they work for people. The more irresistible you are as a leader, the more pull you have for employees to want to stay and for your customers to remain loyal. In *The Magnetic Leader*, Roberta Matuson asks us to consider that the quality of a company's leadership is the most important factor in attracting and retaining high-quality employees. Matuson has spent 20 years helping organizations achieve both market leadership and dynamic growth by maximizing the talent they already have, in addition to creating a magnetic environment that attracts high-caliber new hires. Many are searching for a magical formula, but the fact is that the answer lies inside businesses' organizations. Instead of offering crazy perks, companies need to focus on the one perk they can't get anywhere else, which is the opportunity to work with a truly magnetic leader. *The Magnetic Leader* aids readers in transforming their leadership style from push to pull, repel to attract, dismal to good, and then good to great. They'll become magnetic leaders who attract the cream of the crop and ultimately create legions of loyal, talented superstars eager to beat the competition.

Are you the type of leader people want to follow? You can be—but first, you've got to understand what sets great leaders apart from all the rest. Certainly, leaders need people skills, execution skills, a deep knowledge of industry trends, the ability to articulate a vision, and more—they must be competent—but that's just the tip of the iceberg. What's below the waterline? What's deep inside the best leaders that makes them different? Mark Miller contends it is their leadership character. In his latest enlightening and entertaining business fable, he describes the five unique character traits exhibited by exceptional leaders and how to cultivate them. *The Heart of Leadership* begins with young and ambitious Blake Brown being passed over for a desperately wanted promotion, despite an outstanding individual performance. Confused and frustrated, he turns to his former mentor, Debbie Brewster. Rather than attempting to solve Blake's problem for him, she sends him on a quest to meet with five of his late father's colleagues, each of whom holds a piece of the puzzle he's trying to solve. As Blake puts the pieces together, he discovers that in the final analysis, a lack of skills isn't what holds most leaders back; skills are too easy to learn. Without demonstrated leadership

character, however, a skill set will never be enough. Most often, when leaders fail to reach their full potential, it is an issue of the heart. This is Blake's ultimate revelation. This book shows us that leadership needn't be the purview of the few—it is within reach for millions around the world. The Heart of Leadership is a road map for every person who desires to make a difference in the lives of others and become a leader people want to follow.

Attract top talent and energize your workforce with a MAGNETIC CULTURE “Sheridan outlines simple but powerful steps to take in creating and maintaining an organization that fosters an environment with similar attraction.” —Marshall Goldsmith, Ph.D., international bestselling author of MOJO and What Got You Here Won't Get You There “A compelling case for and guide to the creation of a high engagement/high performance workforce.” —Douglas R. Conant, retired president and CEO, Campbell Soup Company; New York Times bestselling author of TouchPoints “It's impossible for any company to have a monopoly on talent. But it is possible to have the best culture. Sheridan shares insights and best practices for creating an engaging culture where associates can grow and thrive.” —Frits van Paassche n, president and CEO, Starwood Hotels & Resorts Worldwide, Inc. “A long time ago I discovered that when employees are passionate about their work, customers are passionate about the company. Kevin Sheridan knows that secret too. His insights on finding the right people and getting them engaged can change your culture forever.” —Quint Studer, founder of Studer Group, 2010 Malcolm Baldrige National Quality Award recipient “This book is filled with practical ideas, illuminating case stories, and fresh perspectives to stir employee engagement in any organization.” —Pamela Meyer, Ph.D., author of From Workplace to Playspace: Innovating, Learning and Changing through Dynamic Engagement About the Book: The perils of a disengaged workforce are well known—low productivity, high employee turnover, and failure to meet organization-wide goals. Less well known is what to do about it. How do you create a workforce that is always ready, able, and eager to take the organization to the next level? You have to create a MAGNETIC CULTURE. As CEO of leading employee survey and HR consulting firm HR Solutions, Inc., Kevin Sheridan knows how it's done—and in Building a Magnetic Culture, he shares all his secrets. Building a Magnetic Culture explains what engages and motivates employees and how to create an environment in which employees can thrive. Drawing on years of research and real-world examples from his consulting experience, Sheridan gives you the strategies and tactics you need to transform your company by creating and sustaining a Magnetic Culture. Providing benchmarking and best practices, as well as interviews with executives and HR professionals at companies that boast the highest levels of employee engagement, Sheridan outlines an easy-to-follow plan that: Attracts the most talented people—and retains them Makes employees feel they are part of the value that their organization creates Increases Employee Engagement and drives productivity Boosts creativity and problem solving According to HR Solutions' own employee survey results, actively engaged employees show four times more satisfaction in their work and are four times less likely to leave than disengaged employees are. Is there a reason not to make building a Magnetic Culture your top priority? Simply put, organizations that place a high value on actively cultivating a culture of engagement stand apart from their competition and enjoy superior business results.

The Talent Magnet Quick Start Guide is a companion to the book, Talent Magnet. There is a long-standing truth in the world of organizations: talent wins! But how do you attract the best people? What do they really want? Based on his rigorous and extensive research, Mark Miller learned that top performers are looking for very different things than solid contributors. Miller identifies these three critical aspects of a true Talent Magnet and explores the deeper meaning of each. He pulls back the curtain on what leaders can do to find and retain the very best people—a strategic need every leader faces.

The Secret introduced people around the world to a profound yet seemingly contradictory concept: to lead is to serve. With that as the foundation Great Leaders Grow takes the next step, showing leaders how to ensure that they'll be able to effectively serve throughout their careers. The Secret's protagonist, Debbie Brewster, now an accomplished leader herself, becomes a mentor to Blake, her former mentor's son. She teaches him not just how to lead, but emphasizes the critical importance of continually learning and developing his leadership abilities throughout his career. She identifies four areas in which every leader must continue to GROW - Gain Knowledge (of themselves, others, their industry and the field of leadership); Reach Out to Others, both formally and informally; Open their World, at work and outside of work; and Walk toward Wisdom (through self-evaluation, feedback, counsel and over time). This book is for any leader in any organization that needs more and better leaders faster. Its blueprint for culture transformation is a simple yet revolutionary path to sustainable achievement.

As organizations grow in volume and complexity, the demands on leadership change. The same old moves won't cut it any more. In Chess Not Checkers, Mark Miller tells the story of Blake Brown, newly appointed CEO of a company troubled by poor performance and low morale. Nothing Blake learned from his previous roles seems to help him deal with the issues he now faces. The problem, his new mentor points out, is Blake is playing the wrong game. The early days of an organization are like checkers: a quickly played game with mostly interchangeable pieces. Everybody, the leader included, does a little bit of everything; the pace is frenetic. But as the organization expands, you can't just keep jumping from activity to activity. You have to think strategically, plan ahead, and leverage every employee's specific talents—that's chess. Leaders who continue to play checkers when the name of the game is chess lose. On his journey, Blake learns four essential strategies from the game of chess that transform his leadership and his organization. The result: unprecedented performance!

Employer Branding & Recruitment Marketing Strategies to Attract Millennial Talent. It's predicted that, by the year 2025, more than 75% of the global workforce will be made up of Millennial talent. Some call them Gen Y; others label them Millennials. Whatever you wish to call this generation, it's true to say that those born between the early 1980s and the late 1990s think differently, act differently, and ultimately react differently to any other age group. They have different ambitions and views on work to those that came before them. The consumer's buying dynamic has changed: often a customer interested in buying a product has done 60-70% of their research before a salesperson gets involved. This is exactly what is happening in the job market with candidates and employers - so when it comes to recruiting the best talent, you need to get this right. Employer branding and intelligent recruitment marketing is vital to attract and engage the Millennial generation of talent. This book will help you become a winning employer of choice. Be remarkable. Become a "Talent Magnet."

Powerful ideas to transform hiring into a massive competitive advantage for your business Talent Makers: How the Best Organizations Win through Structured and Inclusive Hiring is essential reading for every leader who knows that hiring is crucial to their organization and wants to compete for top talent, diversify their organization, and build winning teams. Daniel Chait and Jon Stross, co-founders of Greenhouse Software, Inc, provide readers with a comprehensive and proven framework to improve hiring quickly, substantially, and measurably. Talent Makers will provide a step-by-step plan and actionable advice to help leaders assess their talent practice (or lack thereof) and transform hiring into a measurable competitive advantage. Readers will understand and employ: A proven system and principles for hiring used by the world's best companies Hiring practices that remove bias and result in more diverse teams An assessment of their hiring practice using the Hiring Maturity model Measurement of employee lifetime value in quantifiable terms, and how to increase that value through hiring The Talent Makers methodology is the result of the authors' experience and the ideas and stories from their community of more than 4,000 organizations. This is the book that CEOs, hiring managers, talent practitioners, and human resources leaders must read to transform their hiring and propel their organization to new heights.

Essential hiring and team-building lessons from the #1 Podcaster in the world The Effective Hiring Manager offers an essential guide for managers, team leaders, and HR professionals in organizations large or small. The author's step-by-step approach makes the strategies easy to implement and help to ensure ongoing success. Hiring effectively is the single greatest long-term contribution to your organization. The only thing worse than having an open position is filling it with the wrong person. The Effective Hiring Manager offers a proven process for solving these problems and helping teams and organizations thrive. The fundamental principles of hiring and interviewing How to create criteria to hire by How to create excellent interview questions How to review resumes How to conduct phone screens How to structure an interview day How to conduct each interview How to capture interview results How to make an offer How to decline a candidate How to onboard candidates Written by Mark Horstman, co-founder of Manager Tools and an expert in training managers, The Effective Hiring Manager is an A to Z handbook to the successful hiring process. The book explores, in helpful detail, what it takes to hire the right person, for the right job, and the right team.

The Chairman & CEO of OgilvyOne Worldwide and career advisor extraordinaire, Brian Fetherstonhaugh, outlines the three stages of a long, successful work life and offers guidance to plan ahead and get the most out of each phase. The world of careers is vastly different than it was just five years ago—more choices, more competition, and relentless change in how we define work-life. It can be difficult to understand our options and plan for a prosperous future. Where can you go for answers? Colleges may teach us academic and technical skills, and there are places to look for tips on how to write a resume or prep for a job interview. But is it enough? Brian Fetherstonhaugh, CEO of OgilvyOne Worldwide, understands this dilemma and how to navigate it. He believes we need more than tactics—we need robust, road-tested strategies that combine old-school wisdom with new-school context so that we can flourish in the new professional reality. In The Long View, Fetherstonhaugh shows us the three distinct but interconnected stages of a career, and how we build 'fuel' at every step along the way to create long-term success. The Long View teaches us new ways of finding jobs, new methods to build careers that last, and a new definition of "work" that embraces life-satisfaction and happiness. The Long View offers highly practical exercises that challenge you to rethink how to assess your skills, invest your time and expand your personal network, and provides a framework for facing tough job decisions. With insights drawn from interviews with a variety of professionals—who share both success stories and cautionary tales—The Long View will help you establish your own path for overcoming obstacles and making the best choices for a long, accomplished, and rewarding career. "THE LONG VIEW is one of the most practical and comprehensive guides to a meaningful career that I have read. Whether you are just starting your search for a job or trying to get a career back on track, start by reading The Long View."—Tom Rath, best-selling author of ARE YOU FULLY CHARGED?, EAT, MOVE, SLEEP, and STRENGTHSFINDER 2.0 "THE LONG VIEW is the career guide you've been looking for—forward-thinking advice from a seasoned business leader. Brian Fetherstonhaugh offers practical exercises, useful advice—and deep insights into what a meaningful career looks and feels like."—Susan Cain, co-founder of Quiet Revolution and New York Times bestselling author of QUIET: The Power of Introverts in a World That Can't Stop Talking

Today's hypercompetitive economy has created tense, overextended workplaces, forcing managers to choose between results and relationships. Executives set aggressive goals, so managers drive their teams to deliver, resulting in burnout. Or, employees seek connection and support, so managers focus on relationships . . . and fail to make the numbers. The fallout is stress, frustration, and disengagement--for both team members and managers. But in order to succeed, managers need to achieve both. They must get their workers to achieve while creating an environment that makes them truly want to. Winning Well offers managers a quick, practical action plan--complete with examples, stories, and online assessments. Managers will learn how to:• Stamp out the corrosive win-at-all-costs mentality• Focus on the game, not just the score• Reinforce behaviors that produce results• Sustain energy and momentum• Be the leader people want to work for• And moreTo prevent burnout and disengagement, while still achieving the necessary success for the company, managers must learn how to get their employees productive while creating an environment that makes them want to produce even more. Winning Well offers a quick, practical action plan for making the workplace productive, rewarding, and even fun.

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