

## Talent +®

1. Relationships...Invest in people
  - a. Employees define the culture
  - b. Customers define your brand
    - i. People leave people, not jobs
  - c. "Focus on You"®
    - i. Six distilled questions
      1. Name
      2. What Do I Get Paid to Do?
      3. Hot Buttons (Passions)
      4. Successes: 1 Professional / 1 Personal
      5. What Do I Do Best?
      6. Goals: 1 Professional / 1 Personal
    - ii. How are they answered?...
2. Create a talent-based culture
  - a. Culture beats strategy
  - b. Select, promote, develop positive potential
  - c. Varsity team, not recreational
  - d. [Talent + Fit] X Investment = Growth
    - i. Talent: natural spontaneous intrinsic satisfaction...hidden?
3. Embrace Strengths Development
  - a. What do people do well and like to do?
  - b. Outside of strengths...manage limitations
  - c. Don't try to fix people
  - d. Invest & they leave vs. don't invest and they stay?
4. Select for talent
  - a. Select the people who have the strengths you are wanting to build
  - b. *What are key performers' characteristics?*
    - i. Find the stars
      1. Positive Detail-Oriented
5. Recruit for Talent
  - a. Unless you ask, you don't know
  - b. Always recruit
    - i. Non-typical ways
    - ii. Search and track
  - c. Sell culture, organization & role
    - i. Passion sells
    - ii. Ask Questions
  - d. Only as good as the next recruit
  - e. Filter out poor performers...draw in positive performers