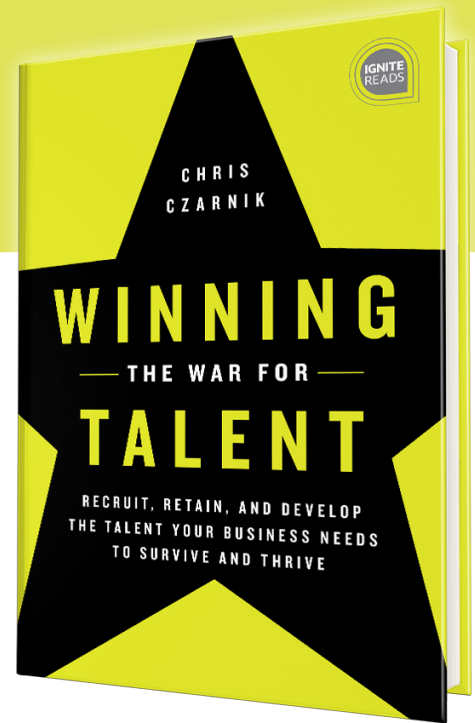


Spark Impact in Just One Hour

Value-Building Experiences
by SimpleTruths.com



A Guide for Recruiting and Retaining Talent:

Winning the War for Talent

By Chris Czarnek

Includes printable worksheet for meeting participants

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Concept 1: External Recruiting

Population Math	
Unwilling or Unable?	
Hunters of Talent	
Why People Don't Come To Work For Your Company	
Flux	
Lifestyle	
Misconceptions	
Advertising Notes	
Tagline Notes	
Other	

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QUESTIONS	YOUR MAIN PRODUCT/SERVICE	EMPLOYMENT OPPORTUNITY
Who are you selling to? What is their situation?		
What problem does it solve?		
What causes that problem to occur?		
What is the result of solving that problem?		
What emotion does using your product produce?		

Concept 2: Internal Recruiting

Unwilling or Unable?	
Vacation Incentives	
Other	

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Concept 3: Employee Development

Unwilling or Unable?	
#1 Reason People Leave	
Not <i>What</i> but <i>Why</i> ?	
Subject Matter Experts	
Engagement	
Internal Career Mapping	

Contact us to learn more or tell us about how this Discussion Guide sparked impact for you and your team!

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