

WINNING THE WAR FOR TALENT WORKSHEET

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

WINNING THE WAR FOR TALENT WORKSHEET

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		

WINNING THE WAR FOR TALENT WORKSHEET

Concept 2: Internal Recruiting

Unwilling or Unable?

Vacation Incentives

Other

WINNING THE WAR FOR TALENT WORKSHEET

Concept 3: Employee Development

Unwilling or Unable?

#1 Reason
People Leave

Not *What* but *Why*?

Subject Matter Experts

Engagement

Internal Career
Mapping