



Bridgeway to Success™

June 2006

**THE CRISIS FOR
TALENT IS HERE
TO STAY.**

The Crisis You Must Not Ignore

Over the past 12 months an unmistakable and growing threat has emerged that, if ignored, will ultimately kill your business. That threat is the shortage of talent. Getting the people who can help you "win."

What to do? Here are three initial steps:

1) Ferociously compete for talent.

Embrace this mindset. You can bet that others will. Be proactive: identify great people and aggressively pursue them. Be constant: continually attract and build a pipeline of great candidates.

2) To attract great people create a great environment.

Any company that ignores the benefits of mastering the "soft" issues - purpose, respect, recognition, growth, challenge, accomplishment, fun - is doomed. These are what appeal to the heart, not just the head.

3) Relentlessly market your greatness.

Promote your company as one that values people, provides a great work environment and contributes to the fabric of the community. Be clear as to why great people should work with you, not your competition. Make sure they know it.

These are only a start. The crisis for talent is real and here to stay. Are you prepared to take action?

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