

Talent for the 21st Century: Who Thrives & Who Survives



April 25th, 2007



Talent for the 21st Century

- Welcome!
 - Alicia Rodriguez- President, Sophia Associates -
 - <http://www.sophia-associates.com/>
 - Facilitator of discussion today
- Panelists Today:
 - Margaret Burke- President, Talent Ship
 - <http://www.talentshipinc.com/>
 - Lori Kavle- President, Simulations International
 - <http://www.simulationsintl.com/>

Quick Housekeeping

- Feel free to ask questions or use the chat feature on your panel for comments.
- Gotomeeting online: streaming video is delayed and choppy
- There will be several polling questions that we ask that you answer for us from your panel.
- This webinar is being recorded and will be available for download next week from the Sophia Associates site.

Discussion

- Introductions
- Finding and hiring the best talent
- Executive Coaching and talent retention & development
- New technologies for talent retention and development
- Closing thoughts

About TalentShip, Inc.

- TalentShip is a woman-owned firm based in the Washington Metropolitan area. We are committed to bringing together business leadership and top talent through a strategic, pro-active and project-oriented approach to the recruiting process.
- Margaret Burke: How to find and hire the best talent?

Planning and Strategy

- Employ best practices in identifying and attracting talent- *think strategically*
- Pre-emptive Action : Build the future pipeline of talent
- Plan the Strategy
- Leverage your resources: Use your people and “equip” them properly- they are your leading edge in recruiting
- Supply Chain: Keep the process running smoothly
- Communications: Know your employer brand in the market and seek to improve it

Build the Pipeline of Future Talent

- Identify and support training programs in the community to develop a pool of future talent, beginning at the high school level
- Align with universities and colleges- know the department heads, professors, career services representatives
- Know the professional organizations and certification programs in your area
- Invest in your recruiting toolkit:
 - Training
 - Memberships
 - Networking
 - Referral programs
 - Internships

Plan Your Strategy: If You Fail to Plan, You Plan to Fail

- Align your resources:
 - Develop business driven recruiting best practices – strategically align recruiting with long term organizational goals
- Anticipate where the action will be:
 - Hire proactively to get the right talent in place ahead of the curve
- Scan the horizon:
 - Post your lookouts for potential talent and future connections.

Leverage Your Resources

- Post your Lookouts
 - Your people are your eyes and ears, and your best emissaries in the community- equip them for the recruiting mission
- Mine your internal data
 - Good people know other good people
- Get your people out in the field
 - Participating in professional groups, training, conferences, and networking organizations
- Networking Tools: Linked In and more

Supply Chain: Your Process

- Refine the hiring process
 - Be sure to communicate it early and often to your hiring managers - teach them to interview well!
- Keep the process flowing
 - Minimize downtime in the recruiting process to avoid losing the best recruits to faster moving competition
- Manage expectations
 - Keep the lines of communication open and be sure to loop back to prospective recruits- don't leave people hanging, it's bad PR
- Track your time to fill on positions and know your metrics
 - Engage in continuous performance improvement

Communications

- Communications: Know your employer brand in the market, and seek to improve it-
- Articulate your mission and vision
- Give closure- every potential recruit is a potential PR point person in the community- make sure your PR is good.
- Complete these sentences- answer these questions:
 - Just Do It! _____
 - You're in good hands with _____.
 - Good to the last drop. _____.
 - GE: we bring good things _____.
 - The loneliest employee in the world: the _____ repair man.
 - We never forget who we're working for. _____

About Sophia Associates, Inc.

- Sophia Associates, Inc. is an international company whose core focus is providing coaching, training and consulting services that promote learning and leadership in organizations.
- Woman-owned, 8a, SDB certified company
- METIS™ - an integrative learning model that is real-time, experiential, measurable and focused on your strategy. A unique approach to talent development that combines the best coaching and training strategies with state-of-the-art interactive computer simulation technology.



Role of Executive Coaching

- On-boarding: 40% of new leaders fail within 18 months
- High Potentials: commitment to individual = talent retention
- Succession Planning: developing next generation of leaders
- Demographics: Younger managers - more responsibility, less experience - Global business and multi-cultural
- Teams: building high-performing teams
- Coaching is real-time, individual-focused, high impact
- Coaching focuses on business objectives and results while supporting personal development

About Simulations International

- Global company whose core focus and leading expertise is technology-based learning with simulations and serious games.
- Provides simulation consulting, design and development of technology-based training programs.
- Maintains the largest SIM database in the world that can be accessed for our clients
- We help you define a training project using simulation all the way to implementation and roll out.
- Lori Kavle, President of SI, will discuss the role of technology in talent retention and development.

BEST Companies-Why Do They Thrive?

- \$109.25 Billion spent on Workplace Learning & Performance
- Execs from BEST companies understand that *Learning drives business results.*
- 90% of BEST companies have executive sponsorship
- Technology-based learning is the fastest growing sector for training and talent retention:
 - 1999= 14.3%
 - 2006= >40%
- When properly implemented, tech-based learning has produced:
 - Clear & measurable cost savings
 - Efficiency gains
 - Content Re-usability
 - Decreased development & delivery times
 - Happier & well trained employees
- Cost per learning hour decreased from \$54 to \$42

Source: 2006 ASTD State of the Industry report

Biggest Growth & Spending Areas in Talent Development

1. Leadership Development with Executive Coaching Programs
2. Talent Acquisition - Future orientation
3. Succession Planning - Strategy for bench
4. Globalization of training - global business
5. Integrated Performance Management-LMS systems
6. Simulations - risk-free, applied learning

Talent Best Practice: Edwards Lifesciences

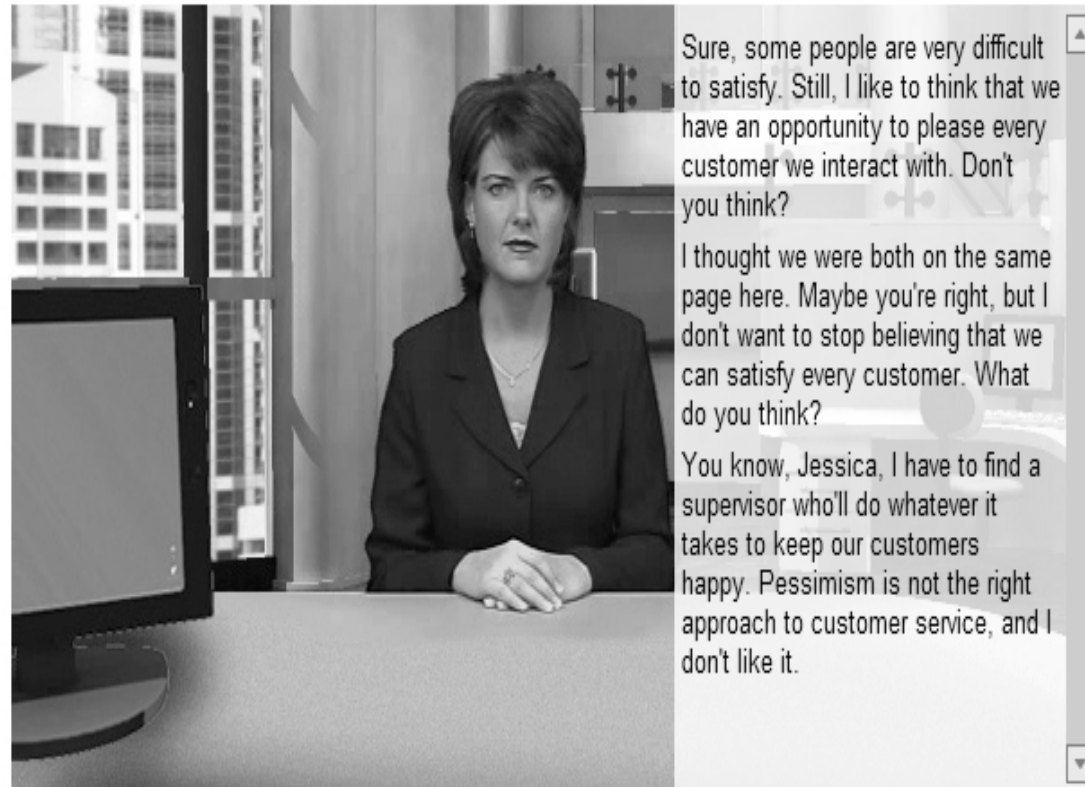
- Top Heart Valve company in world
- CEO: Mike Mussallem
- “We make a conscious effort to learn from young talent and listen to their ideas”
- “Innovation comes from a beginners mindset”
- “Being steeped in experience isn't always a natural formula for success”
- “We try to build a culture that prizes innovation, risk-taking & development”
- “We discovered that ALL positions in the company were essential for being #1- not just the top echelon”

Source: T&D Feb., 2006

Why Use Technology for Training?

- Workers are just plain "bored" with current approaches to classroom and on-line learning
- Used to high-end graphics & devices
- Organizations are moving at a faster speed
- Knowledge and information are everywhere
- Networks are going wireless
- Companies have global demands
- We have a mobile workforce
- Technology based training is at a state where it can be implemented faster, better & cheaper

Interviewing Skills Demo & Authoring



Asking a closed-ended question didn't encourage Jessica to describe her qualifications. An open-ended question would've been more effective.

Learning Objectives:

- Generating open-ended communication
- Improving your interviewing skills
- Interviewing as it supports on-boarding, retention & costs
- Hiring legalities

A New Learning Paradigm

- Show me don't just tell me
- Let me do it myself where and when I can
- It must be relevant and challenging and fun
- I need immediate feedback and to see the outcome of my actions
- It must be interactive so that I can impact the outcome (gaming)
- It must be state-of-the-art “cool” to keep me interested

Future State of Learning

- Mobile Learning (Device-based Learning)
- PodCasts and Video PodCasts
- Simulation-Based Learning
- The Virtual Coach
- Serious Games for Learning
- Google-focused Learning
- Blogging
- Informal, peer-based learning
- Wikis for Collaboration
- Performance Support with Embedded Learning



Mobile Learning or m-Learning

- 10,000 hours of video by the age of 21!
- Delivery of learning through the use of mobile or portable technology.
- Appeals to younger generations
- Whether or not they have the need for true portability in their learning!

Take Away Thoughts...

- m-Learning will continually advance
- Using Sims and serious games can keep Gen X/Y engaged
- Using technology for learning can contribute to the corporate bottom line if delivered correctly
- Graphics and interactivity will be mainstream
- Learning will be more engaging, intellectual & FUN!

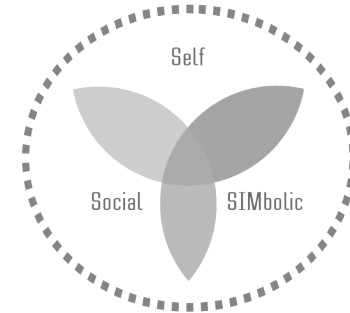
Get Prepared Now!

- Assess your hiring practices now to understand if they work in a highly competitive environment.
- Create C-level focus on talent development and retention.
- Integrate new, high engagement technology now to keep your talent engaged and as a recruitment tool.
- Develop younger managers (not only senior executives) through coaching and mentoring programs.
- Be pro-active in branding your company as *the* place to work.
- Shift from corporate university to real-time learning services that focus on rapid response to business needs.

Thank You!



METIS - The Future of Learning



Contact Info on next page >



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