



BRUCE TULGAN

WINNING THE TALENT WARS: ATTRACTION, HIGH-PERFORMANCE, AND RETENTION

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The number one issue troubling leaders today is the increasing difficulty of recruiting, motivating, and retaining the best talent. In the new reality of constant change, limited resources, and a post-crisis economy, there are incredible talent shortages and high levels of competition for employees at every level and every industry. So, what do you do? Unfortunately, you cannot do everything for everyone. But that doesn't mean you can throw up your hands and say, "This is too much! There's no way to engage or retain people under these circumstances."

You, as a leader, basically have two options: resist adapting and enter into a bidding war or you can attract, motivate, and retain high-performing talent. Yes, you have to be flexible and generous to set yourself apart in today's super-competitive labor market. But that doesn't mean telling employees, "Come to work whenever you feel like it, and bring your dog!"

How can you make your organization a magnet for the best talent without throwing money and endless perks at everyone? How can you avoid the top causes of early voluntary departure? How can you make accountability the key to earning flexibility and generous rewards? How can you build practices that drive retention among high performers—even when working remotely?

Bruce answers these questions and more, drawing on decades of workplace research and sharing true stories from real leaders. With a blend of humor, insight, and concrete best-practices, Bruce helps leaders understand today's talent wars and shares techniques for attraction, selection, on-boarding, up to speed training, performance management, development, and retention.

This program will help leaders:

- Learn six key steps to gaining strategic advantage over their competitors in the fight for talent.
- Align communication up, down, sideways, and diagonal within the organization to improve outcomes.
- Identify the top reasons why employees are departing their organization.

Competencies Addressed: *Attracts Top Talent, Builds Effective Teams, Communicates Effectively, Develops Talent, Drives Engagement*

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Bruce Tulgan is an adviser to business leaders all over the world and a sought-after speaker. He is the founder and CEO of Rainmaker Thinker, Inc., as well as RainmakerLearning. Bruce is the best-selling author of numerous books including *Not Everyone Gets a Trophy*, *Bridging the Soft Skills Gap*, *The 27 Challenges Managers Face*, *It's Okay to be the Boss*, and *The Art of Being Indispensable at Work*. Bruce lectures at the Yale Graduate School of Management, as well as other academic institutions. He has written for the New York Times, the Harvard Business Review, HR Magazine, Training Magazine, the Huffington Post, and currently hosts The Indispensables Podcast.



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