

Executive call

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A survey by Collective Learning Australia, 100 senior managers were asked to rank their top 10 priorities for the next 12 months.

The respondents, mainly human resources personnel, rated attraction strategies (62 per cent), updating their career website (47 per cent), retention strategies (44 per cent) and auditing their current employer brand (38 per cent) as their main priorities for the coming year.

The research was conducted for my recent Employer Brand Global Masterclass Australian tour. I was surprised only 34 per cent of managers rated talent management as a priority.

I am constantly informed, and it is widely reported in the media, that talented employees are becoming harder to source – so it would make sense to shift focus and investment into identifying and developing talent you have as part of a longer-term strategy to engage and retain good staff.

It's a matter of "love the one you know" when attracting talent is a high priority for a growing company. However, if the need to attract talent is a result of staff turnover or an attempt to replace staff, then it's a different matter.

By understanding the key competencies of their staff and those that need to be developed, managers can build a talent-management strategy that best fits the achievement of an organisation's objectives.

For more information visit the Collective Learning Australia website at www.collectivelearningaustralia.com