

# Tami & Ed's Quest for Effective Talent Management



A Short Story About How Talent Management Should Work

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**M**eet Talent Manager Tami.

Tami has an advanced HR degree and was recently hired as Talent Management Director at Acme Inc.

She's thrilled to get started!



It doesn't take long for Tami to see symptoms plaguing Acme Inc.

Several high performers have recently left, morale is low and there are several long-standing open requisitions.



Now, meet Employee Ed.

He has been a high-performing employee at Acme Inc. for 5 years.

While he loves the people at Acme Inc., he feels stagnant in his career. He's not sure what it takes to move up the ranks. Heck, it's not clear what's expected in his current position.

Ed feels Acme isn't investing in training. Even if he did develop more skills, he feels his hard work wouldn't result in recognition. So he thinks, "Maybe I'll move."



Tami's smart.

She wanted to get an idea of what's really going on at Acme.

She set up interviews and focus groups with employees.

After several candid conversations, she set the following goals...



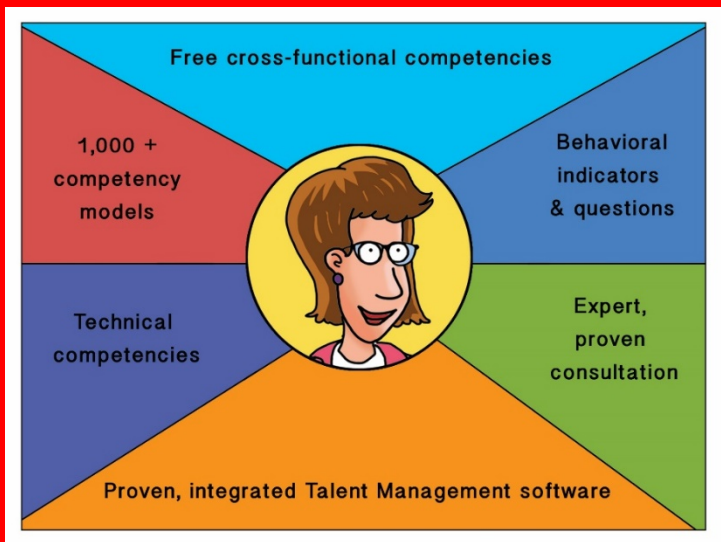
**T**ime to *Turn on the Lights!* and transform Acme Inc.'s Talent Management program.

Tami needs:

- Quick wins to show Acme's senior management immediate value
- Build a solid foundation for long-term success

To give morale and productivity a boost Tami needs to establish competency models.

Employees need a better understanding of what's expected of them and the competencies required to do their jobs.



**T**ami also needed a platform to easily organize and manage Acme's Talent Management process.

Tami doesn't have much time or a big budget.

She needs quality, pre-built competency resources at a reasonable price.



Luckily, Tami recently heard about Competency Toolkit (CTK).

She checked out their website and sees that CTK offers quality, affordable, talent management products and expertise including competency libraries and models, services, and software.

CTK has literally everything on her wish list! Tami is like a kid in a candy store. She downloads CTK's free competency library. She's blown away by the quality of this free resource.





She contacts CTK for competency models, behavioral interview questions, a talent management system and implementation support.

Thanks in large part to CTK, Acme's Talent Management takes shape.

It provides a great business value to Acme at a lower cost and faster than other Talent Management solutions.



Things turn around at Acme.

Ed decided to stay after all. Now he has clear sight of where he's going.

Ed developed more skills with training. Those additional skills brought higher levels of performance. He feels appreciated and is rewarded for his hard work.

Ed even referred several high quality candidates!



Acme prospers, morale increased and senior management is considering promoting Tami.

She is ecstatic!

Moral of the story...

Be like Tami. Make your employees feel like Ed.

Use CTK for your Talent Management needs.

TURN ON THE LIGHTS IN YOUR TALENT MANAGEMENT PROGRAM!



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Take CTK for a test-drive.

- Download our free CTK-77 cross-functional library (hint: it's better than the expensive industry standard) [www.competencytoolkit.com/pages/freelibrary](http://www.competencytoolkit.com/pages/freelibrary)
- Sign up for a free expert consultation and discussion of your needs
- That's it!

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