

NICOLE MARTIN



THE

Team Engineering

TALENT

How to Attract Best Talent

EMERGENCY

Creating the Ultimate Culture for Your Company

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PREFACE

In 2015, if you are leading a business, a team, perhaps even your own career and you have not realized you are witnessing the greatest shift of human capital in our lifetime, then this book is for you. The Talent Emergency is intended to state exactly what we are on the brink of in the United States. The coming five years will bring a serious situation to the forefront and for many businesses in the middle market this may even come unexpectedly.

Any “emergency” can be dangerous and in fact the inability to attract, retain, develop and/or source talent is indeed a dangerous reality to be facing, let alone reactively in business. Yet, for years, I have been serving businesses only to find they are not prepared. Many do not even truly understand the skills shortage. Imagine, a business running an advertisement for an opening for 0 days with the intent of seeking talent. At what point does the business realize the talent is not there? At what point do they consider something must happen proactively to address the gap?

What I once thought was common knowledge I have now discovered is not. This book will aim to demonstrate how every business must come up with a strategy to meet every employee on their journey to joy and purpose or risk losing their talent to the competition. In fact, the talent may in fact become the competition. Work is personal and businesses must begin integrating strategies to acknowledge this fact. Office is a verb in this decade while work ethic, values and

motivations are not universal. Yet, businesses are still developing one size fits all policies and it seems numerous businesses are seemingly unaware of the threat of ending up without the best talent on their side. The talent has won and it will choose where it wants to be.

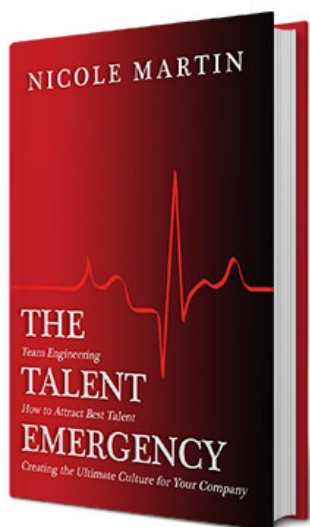
Unlike their large-company counterparts, the middle market can often lack the time and resources to build infrastructure and processes that are beyond core business objectives. Yet, every business must develop a competitive advantage in today's turbulent economy. This can only be done with people.

This is not a new phenomenon. Businesses have long competed for talent. However, for the first time businesses will be competing over a talent pool whereby there simply will not be enough talent to meet demand in our country. Not every business is sourcing globally. And, worst of all, the United States could continue to suffer in the global context.

Being an employer of choice was once a "nice to have" but suddenly it is a "must have." Why? Consider that 2/3 of Millennials aim to be entrepreneurs¹ and 50% of mid-career or seasoned executives are planning to exit the talent pool by the year 2020. If you work in the real world, and I know you do, five years is not very long. We are not discussing a simple change initiative; we are discussing a paradigm shift.

In this book, I will aim to present practical solutions and case studies of real businesses facing the paradigm

shift. I will share real stories from businesses that have successfully built competitive advantage through their people. With my insights I hope to share the ways in which any business can begin to transform their approach to working through people. Businesses must overcome generational differences, build appreciation vs. recognition and invest in creating the value proposition that inspires the intrapreneur in everyone. Building bench strength for a sustainable future will require people to come together in a meaningful way in the workplace. This book is not just about business; this book is about people. The Talent Emergency will require every business to look at how they meet talent in a different way.



We hope you've enjoyed this preview of The Talent Emergency.

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