



## TALENT MARKETING PROGRAM FOR HR DEPARTMENTS

### MODULE II – RETENTION & ENGAGEMENT

#### **TRAINING DESCRIPTION:**

This training is designed to address challenges faced by HR departments in developed economies. Today's HR departments are experiencing a talent gap that is leading to a talent war for the most sought-after profiles. A firm's ability to attract and retain the best talent has become a key source of competitive advantage but also requires a new set of tools. Instructors will train your company through processes that will enable you to market your firm to current and future talent.

**TRAINING OBJECTIVE:** The Talent Marketing Program is designed to improve internal and external brands; increase employee retention and morale; strengthen talent attractiveness; improve online reviews; and facilitate onboarding/termination. This training will focus on ensuring that the company's talent is promoted internally for both the company's and employees' benefits.

#### **SKILL ATTAINMENT:**

Participants will gain proficiency in developing and employing tools and methods that ensure that your employees are satisfied with their careers and engage with the firm in a positive way.

#### **TRAINING CONTENT:**

Training provided to maximize employee job satisfaction including:

- Developing and conducting in-person interviews and surveys
- Conducting competitive research
- Performing a compensation/benefits audit (Organic research and/or reports purchased for additional cost)
- Creation of an anonymous safe "venting box"
- Development and utilizing employee appreciation assets
- Building and utilizing a dashboard of key metrics
- Creating and utilizing a module communication plan

\* The specific training objects offered may vary based upon the strategic needs of the company.