

The “No Guessing” Approach to Creating Powerful Customer Experiences Through Talent Management

“ Maximizing Possibility¹ ”

Maximizing Human Talent

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The Problem and Opportunity...

- “Talent Management” is *reactive* instead of *proactive*
- “Last person standing approach to succession planning”
- The “Peter Principle” is alive and kicking!
- Employee disengagement turns into higher turnover
- The wrong people stay – the right people go to a competitor
- Employee Mismatch for the job of creating Customer Experiences
- Lost revenue opportunities

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Talent Management

Companies that are engaged in talent management (human capital management) are strategic and deliberate in how they source, attract, select, train, develop, promote, and move employees through the organization.

– Wikipedia

“ M a x i m i z i n g P o s s i b i l i t y ”³

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The Science of Customer Experience Creation Through Talent Management

- The **Right** People
- The **Right** Customer Experience “Touch Points”
- The **Right** Culture

“ M a x i m i z i n g P o s s i b i l i t y ”⁴

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Rainmaker Objective...

Maximize Possibility by having *right talent* in the *right seats* on the “bus”



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Rainmaker Talent Management Strategy is comprised of...

- **Employee Selection** of the RIGHT PEOPLE who fit the strategic needs of the job.
- **Employee Retention** of the RIGHT PEOPLE for the strategic needs of today and tomorrow.
- **Employee Development** of the RIGHT PEOPLE for the strategic needs of today and tomorrow.

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Big Questions

- What are the wrong people on your team costing you?
- How much time do you spend *thinking* about the actions of the wrong people on your team?
- How much time do you spend thinking about what to do about the wrong people on your team?
- *What would you do with that time?*

“ M a x i m i z i n g P o s s i b i l i t y ”⁷

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The Right People

- How would you know one if you found one?
- Venture Capital Mindset
- Think baseball
- A plan is better than “no plan”
- Respect current trends
- The old way will not work
- Avoid the “Peter Principle”
- Remove human bias
- Where does the potential for human bias exist?



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**What three
accountabilities do
you look for in a
high performer?**



**How do you measure
them?**

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The odds of winning
a hand of Blackjack...
48 Percent

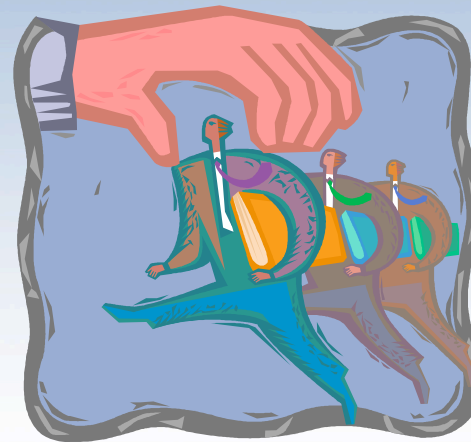


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14 Percent



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36-38 Percent



“ M a x i m i z i n g P o s s i b i l i t y ” ¹²

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54 Percent



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Up to 75 Percent



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Rainmaker Hiring Psychology

- Is it easy to get on your “bus”?
- What is your hiring reputation?
- Hiring Strategy
 - Only Rainmakers should apply?
 - One Interview Only?
 - Fog the Mirror Test?
 - Heartbeat Test?



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Know Your Talent – Existing Talent Inventory

- Unbiased understanding of:
 - Behaviors,
 - Values, and
 - Personal Attributes
- Experience
- Education/Certification/Background
- Long-term career interests
- Unbiased performance history
- Compare to existing position “benchmarks”



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A Rainmaker Test...

Ask yourself...
"Would I hire this
person again?"



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Benchmark the Job – Remove Human Bias

- If the job could “talk” – what would it say?
- What does the job need in terms of...
 - Behaviors?
 - Values?
 - Personal Attributes (accountabilities/competencies)?
- Remember...
 - We consistently hire what we *used to have*
 - We need to think about what the job needs *tomorrow*



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Identify/Select the right talent who *will* do the job well...

- Identify Existing Talent Potential
 - Job “Benchmark” comparison to individual talent – Behaviors, Values, and Personal Attributes
- Talent Planning – develop “game plans”
- ABH Program (Always Be Hiring)
- Develop your Talent Pipeline
- Implement Organization-wide
- Rainmaker Talent Plan
- Rainmaker Retention Program



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Development of the right team members

- Identify team members who fit job “benchmarks”
- Identify talent “gaps” for development
- Focused/Customized learning program – to develop competencies – no more “everyone goes to the same training”
- Feedback – Performance Management
- Coaching/Mentoring Program



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Retention of the right team members

- Maximize potential for each team member
- Identify Conflict Sources
 - Job-Me
 - You-Me
- Effective Job Matching
- Emotional Intelligence
- Customized Compensation
- Career track – if desired
- Fulfill their “unspoken” career objectives (Values)
- Customized emotional engagement (values) – ie: Praise



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Unbiased Performance Feedback

- Caution! We really mean “unbiased”!
- Feedback types
 - Supervisor
 - Customer Feedback
 - Actual results



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Kaizen

- Review... What is working – What isn't?
- What trends aren't being considered?
- Feedback – how is success measured?
- Who is not on the bus?
- How do we get everyone on?
- Climb/Camp/Quit Review
- What is the "batting average"?



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“No Guessing Talent Management Strategy”

- Think Talent Management
- Proactive vs. Reactive
- Rainmaker Hiring Psychology
- Remove human bias
- Know your talent
- Match the right talent to the unique needs of the job (benchmark)
- Kaizen

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We are here to help...

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