

BRIAN GAREAU, INC.

Engaging High Performance

Stand Out in the Crowd!

Creating Workplace Differentiation to Address Talent Shortages

Every day organizations strive to find new ways to attract, retain and grow customer loyalty and market share. One key strategy used is product/service differentiation. The concept of differentiation is simple but also challenging to sustain - make your organization stand out from otherwise similar competitors in the marketplace. This same strategy of differentiation will also be even more critical in the future in finding, hiring, engaging and keeping a talented workforce. Does your organization distinguish itself from other employers and if so, is the differentiation sustainable? This session will help you gain a clearer understanding of a key missing ingredient in many Talent Management strategies, better understand the critical importance of workplace culture as a competitive differentiator and evaluate traditional versus new workplace differentiators in your organization.

After attending this session, you'll be able to:

- Better understand the pros and cons of the primary ways businesses compete for talent today;
- Discover and mitigate five major factors that interfere with workplace differentiation;
- Compare and contrast the rational, emotional, and lifestyle elements ALL employees want and need to those your business is currently providing;
- Learn how to leverage six key components that can create a differentiated workplace;
- Jump start decision making and planning for workplace differentiation with a clear checklist of questions and suggested next steps.

IDEAL AUDIENCE: All leaders

FORMAT: Keynote, 75-90 minute breakout or four-hour workshop