

# CULTIVATE

## Recruiting, Curating & Retaining Top Talent

This is by far Tim Kirkland's most in-demand workshop for Leaders. When asked, over 90% of managers and owners say that "finding and keeping good people" is their #1 day-to-day business challenge. And they're right. In these highly competitive times, good help is hard to find...and even harder to keep! Moreover, the quality of team you employ is the single most impactful influencer on the overall success of your business!

The first responsibility of a leader is to collect, develop and maintain talent.

To build a superior team, you must be a superior recruiter. Be thoughtful and intentional about hiring...don't just let it "happen" to you. Hiring is a skill...not a circumstance.

Your job as a Coach is to constantly upgrade the quality of your talent; whether through recruiting, training or retention.

With this program, attendees will learn how to actively attract and acquire the best talent, develop them daily, and keep star players in place.



## WHEN CULTIVATING A SUPERIOR TEAM, GREAT LEADERS UNDERSTAND THE NECESSITY AND VALUE OF FOUR BASIC PRIORITIES:

- DEVELOPING A STRONG RECRUITING STRATEGY
- DELIVERING CONTINUOUS COACHING, TRAINING AND IMPROVEMENT
- CURATING AND MAINTAINING TOP TALENT
- KEEPING THE TEAM MOVING FORWARD & FINDING NEW WAYS TO WIN DAILY

In this idea-packed session, best-selling author Tim Kirkland will share dozens of impactful suggestions on how to recruit, interview, onboard, train, motivate and **KEEP** top-level talent. Attendees will learn how to:

- Understand generational differences between candidates and how they view the value of **work, learning and loyalty**.
- Identify the traits that determine success (or failure) on your team, then use those qualities to **hunt** for talent (rather than waiting for talent to come to you).
- Make hiring the **most important** work for any manager (not an *interruption* of their work) and how it drives profits.
- Incorporate recruiting and interviewing into your regular workweek and stop hiring from a place of weakness, panic, and **need**.
- Deploy interview questions and techniques that will identify potential high-performers and help weed out bad hires before they become costly mistakes. Learn to hire **for your customers**, not just yourself.
- Train and engage your team members so that they are fully bought-into and aligned with the core purpose and long-term goals of your brand. Give them **purpose**, not just tasks.
- Reward and recognize high-performers so that they are happier, work harder and **stay longer**.
- Reduce costly turnover by taking time to **'inventory'** your talent and team engagement... not just your products.
- Determine when and how to either invest time and resources into making a low-performer better or making them **'history.'**
- Learn and grow from each hiring decision and team member departure...and become the **best team-builder in your market**.