CrossKnowledge
A Wiley Brand

Attract and Retain **Top Talent**

Timeo–Performance
Get results

CrossKnowledge
A Wiley Brand
AUTHORIZED PARTNER

QUICK **VIEW**

100% distance-learning

4 hours

Managers, leaders, HR

It's essential for companies to attract and retain the right people, and in sufficient numbers, and competition is fierce.
New digital tools make it easier for organizations to scout and connect with talent—but then make it just as easy for this precious resource to be poached away.
This course dives deep into how to spot the right talent and how to offer targeted value proposals that will really draw people in and inspire loyalty, rather than the losing proposition of just throwing money at the problem.

FOLLOW THE **PATH**

Let's identify key skills and profiles ①

② How can we attract talent and encourage applications?

How do we recruit the best candidates? ③

④ How should we engage people?

How can we foster loyalty? ⑤

EDWARD LAWLER

Director, Center for Effective Organizations and Distinguished Professor of Business at the Marshall School of Business, USC. Ranked among the "Top 6 gurus in management" (*Business Week*) and the "25 visionaries who have shaped today's workplace over the past century" (*Workforce*).

FOR PROVEN **BENEFITS**

Understanding the challenges involved in attracting and retaining talent.
+
Making your organization more attractive.
+
Identifying the talent that fits your corporate strategy and culture.

Recruiting the right people.
+
Retaining and motivating talent, and building loyalty.