



"SPARKS"

Are you getting the most out of the best talent in your business?

ATTRACTING, DEVELOPING &
KEEPING THE BRIGHTEST
SPARKS LONG TERM...

...THROUGH PROACTIVE, RATHER
THAN REACTIVE INVESTMENT.

BEHAVIOUR 1:

UPSKILL THEM



76% of Gen Z employees say that learning and growth are key to success in their careers
(Linkedin Learning)

Ask your talent what they want, listen, take specific action and show them there's a path to progress with you.

BEHAVIOUR 2:

INVOLVE THEM



42% of employees seeking a new job don't feel that their company maximise their abilities and skills
(Deloitte's Talent report)

Involve your best talent in key decisions and problem solving. Create the flat structures for this involvement to be habitual.

BEHAVIOUR 3:

TALK TO THEM.



Leadership is not just about the formal, organisational stuff. It's also about the less structured, nuanced, relational stuff. Make it a point to get to know and understand your team through less formal means too - over lunch; by their desk; in the kitchen; passing in the corridor.

1 rule: it has to be authentic for it not to be considered manipulative.

NEED SOME HELP ACTIONING
THIS?

GET IN TOUCH.

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