

About the Program

With a rocky economy, emerging industries on the rise, three generations in the workforce, Sr. level leaders on the verge of retirement and a sea of recruiting alternatives knocking at our clients' doors, it is time to start thinking about how we as an industry are going to align ourselves as strategic business partners rather than as transactional service providers. The Society of Human Resource Management reports that 6 of the top 10 Workplace Trends are directly related to talent acquisition, selection & retention. The number 1 trend to most likely have a major impact on the workplace is workforce retention, and the most critical HR function effecting business strategy is Staffing/Employment and Recruiting. The above issues are not separate -they are looked at as Talent Management and there is no other group of people on the planet better equipped to empower corporations to solve these problems than people like us, top tier search professionals who work on the front lines of talent acquisition, every day.

The KeenHire™ Human Capital Strategic Consulting Series empowers search professionals to take a new look at search, a look from the shoes of an employer. Strategically speaking, retention begins with selection and we as an industry have everything to do with ensuring that our placements have a place in the succession plan.

Join us for this provocative, insightful and fun program that delves into the corporate strategic talent issues and highlights innovative solutions you can provide to solve them. Let's face it, now more than ever your clients have recruiting alternatives. There is off shoring, in-sourcing, RPO and on line systems that streamline the work of recruiting. Even large global HR consulting firms are trying to cash in by getting into the recruiting game. Your ability to grow is directly contingent on your ability to adapt to the changing market as well as on your ability to meet and exceed your clients increasing needs.

Astute recruiters and search professionals are looking down the path for what they can do to offer a deeper level of service and provide holistic solutions to their clients human capital needs and therefore differentiate themselves from the sea of recruiting options available to their clients. In the past you had to be good on a daily basis to keep your clients coming back for more, now....you have to be **great** and you have to commit to their end game, or someone else will.

Course Outcomes

We will delve into your clients' retention issues, dispel the myths and uncover critical issues that affect your clients' ability to attract and keep good people.

You will learn a strategic approach to assessing your clients real human capital needs and have an impact on the whole human capital strategy above and beyond focusing on their newest opening.

You will walk away with power and prowess in your ability to influence the Talent Mindset with your clients.

You will gain hands on experience in uncovering the Real Cost of Employee Turnover and the impact that it has on your clients' achievement of strategic objectives. You will gain competence and capability to leverage your clients' ability to choose their talent wisely.

Course Overview

Corporate Retention issues

- ✓ Understand the difference between Talent equity and Tenure equity



HIRE WITH CLARITY & INSIGHT.

Human Capital Strategic Consulting

- ✓ Review the generational parameters and influencers effecting retention
- Client Assessment
- ✓ Learn the organizational development approach to uncovering your clients human capital challenges
 - ✓ Benchmarking and Top Grading and how it can help you help your clients
- The Talent Mindset
- ✓ Understand how the change in mindsets is imperative to your clients ability to attract and retain the right people in the right roles
 - ✓ Delve into retention strategies and how to implement them into your business
- The Real Cost of Employee Turnover
- ✓ Work through a hands on deep digging exercise and uncover the painful impact of hiring the wrong person or keeping the wrong person in a key role
- Empowering your clients to Choose Wisely
- ✓ Implement hiring process and systems with your clients that leverage your ability to be the strategic provider and position you as the hiring hero.

What They're Saying

"I am pleased to recommend Margaret Graziano as a foremost authority in personnel recruitment, assessment, selection, and retention. I have paid to attend training and certification events with Margaret as the leader, and feel that the value was exceptional. Beyond her incredible knowledge of the aforementioned subjects, she brings a sincere passion to the training, and presents useable information in such a way that it is actually useful in a real-life setting. She cares about the people she works with and truly wants to advance our industry by helping others thrive as "true professionals". Her training has helped me in my professional development, and the development of my organization. I believe that even if you are a "master" in this business, you can certainly increase your personal productivity and profits from her training, speaking, and the products offered by her company, KeenHire.

Top qualities: Great Results, Personable, Expert

[Ed Keil, CPC, CERS](#), Owner, Reliance Recruiting

hired Margaret as a Consultant/Coach/Trainer in 2006 , and hired Margaret more than once

"Margaret Graziano has proven to be one of the torchbearers of progressive Human Resource/Human Capital initiatives. Her insight to what Corporate America wants and needs in order to help their company grow and prosper is truly leading edge and spot on. She has wowed her contemporaries with her "Keen" insight to the marketplace and has produced products and services which will revolutionize our industry. If anyone has any questions about Margaret's ability, just let me know. There is no one better equipped to assist you with Talent Acquisition and Talent Management issues for your firm. Do yourself a favor and get her involved with identifying and helping you solve these HR issues." October 21, 2008

[Jeff Wilson, CERS, CPC](#) , Managing Partner/Owner , Key Corporate Services, LLC

was with another company when working with Margaret at KeenHire



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Video testimonials are available at <http://www.youtube.com/user/KeenHire>.