

**180 ways
to build a
MAGNETIC
CULTURE**

**Practical “How To’s” For Retaining,
Attracting, and Hiring The Best, Brightest,
and Most Productive People**

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It's a fact! Our pool of qualified talent is quickly evaporating and relief is nowhere in sight.

Fast-forward a few short years and you'll find that as many as four million jobs go begging because of a lack of qualified candidates. Fast-forward ten years and the shortfall is projected to be at least 20 million – possibly as great as 30 million. Regardless of your function or level within your organization, one way or another, **you will be affected!**

What once was a seasonal skirmish for new workers has turned into a full-fledged, year-round war.

Companies that used to go after their competitors' customers now chase after their competitors' best employees!

Today, every employer competes directly with every other employer for needed bodies and minds. But even in light of this battle for resources, there are many strategies that can help you minimize turnover and attract the talent you need. You'll find 180 of those strategies as you read on. And as you read, you'll need to pay close attention, because

one of today's most pressing business challenges is building what we call a “magnetic culture” – one that naturally attracts and retains the best ... and repels the rest.

Building such a culture requires values-driven practices, tough-minded hiring standards, and extraordinary levels of respect for the people you work with and those who work for you.

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*... organizations and leaders
who truly understand the importance
of building a Magnetic Culture.*

mag·net·ic

(măg-net'ĭk) *adj.*

Of or relating to magnetism or magnets; having an unusual power or ability to attract.



cul·ture

(kŭl-chər) *n.*

The totality of socially transmitted behavior patterns, arts, beliefs, institutions, and all other products of human work and thought characteristic of a community or population.

The **3** Components of Building a **MAGNETIC CULTURE**

RETENTION ... *Keep 'em*
ATTRACTION ... *Find 'em*
SELECTION ... *Get 'em*

Magnetic Cultures are
SELF-PERPETUATING

