

## The Execution and ACHIEVEMENT™ of the Talent Management Model for a Healthy Sustained Engaged Organization...

[www.TALENT-ification.com](http://www.TALENT-ification.com)

Alignment of all capital assets drives organizational effectiveness and success, and human capital at every level is the critical asset that everything is derived from.

Finding great talent used to be the case of finding the proverbial needle in a haystack. The reality today in human capital endeavors, is that the entire haystack must be seen as talent and the ability to match needs with talent is both art and science. The need for organizations to understand from cradle-to-grave as it is, the TALENT-ification™ of human capital and all of its' implications within the organization is critical – few understand and even fewer will execute effectively to attain organizational greatness.

We know a lot from the past several decades of organizational and business research and yet we seem to keep plodding the same issues. Why? We believe the reason is in execution. The failure of organizations to execute and continue to execute solutions we know should work is the fundamental problem, not the quest for new knowledge to enduring problems.

TALENTification is the 360-degree view of human capital talent as it applies within an organization and to individuals. TALENTification must be an enterprise wide endeavor owned by the Chief Learning Officer, or equivalent, and supported at the C-Suite level. It must also be simple so that implementation becomes assured. When all of the implications of Talent Management are understood, embraced and actualized by both individuals and organizations, the organization becomes enormously effective.

To accelerate this level of effectiveness, TALENTification must be aligned with and calibrated from the organizations Values, Vision and Commitments – These are actualized by the organizations key human capital.

TALENTification does not solely mean the engagement of an individual that you are grooming for the C-Suite, it is about growing and developing an individual to be the best they can be for themselves and the organization they serve at any level and every level. Organizations must be focused on their entire pool of human capital, their most expensive asset, as well as focus on grooming its top talent for future senior level roles. Organizations that do this are much more effective and have a much lower turnover cost. There are many studies showing the high failure rate of bringing in external talent for senior roles, whereas organizations that have a strategy of growing their own talent are much more successful.

What research has found, is when individuals experience success in what they do and when organizations have people aligned doing that which they are best calibrated to do and want to do, then the output is typically one of high quality and quantity and people become committed, almost addicted, to wanting to experience more of that success. Talentification is the formula to this achieved and sustained reality, that address the pathways of the technician side of every position and individual as well as the professional



### Jeffrey Magee

Jeffrey Magee, PhD, PDM, CSP, CMC, CBE, is the "Thought Leader's Leader." Jeffrey is the publisher and editor-in-chief of **Performance 360 Magazine**, editor of *Trajectory Code* and *Performance Driven Selling* blogs, a former nationally syndicated Radio Talk Show Host as well as a published author of several books including *Performance Execution*, *The Managerial Leadership Bible*, *The Sales Training Handbook*, and

*Your Trajectory Code*. He is also a columnist and highly sought motivational-leadership speaker. The recipient of the United States Junior Chamber's Ten Outstanding Young American's (TOYA) Award, and the United States National GUARD's Total Victory Team Medal for civilian contribution to the Armed Services.

[DrJeffSpeaks@aol.com](mailto:DrJeffSpeaks@aol.com)  
[www.JeffreyMagee.com](http://www.JeffreyMagee.com)

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Look at TALENTification as a 360-degree initiative or endeavor. There are eleven inter linked phases, we have identified as the ACHIEVEMENT process model. Each one blending to and from one another and every level providing real-time feedback that can be plugged in at any other stage for clarification and enhanced ROI.

One final point, we know from numerous studies for several decades that turnover is very expensive and it is much less costly to keep your talent than to replace them. We believe TALENTization will help organizations reduce their turnover.

The ACHIEVEMENT™ of TALENTification consists of understanding and executing the entire lifecycle process:

#### Achievement

- Awareness of TALENT Lifecycle
- Clarify Identification of Needs
- Human Capital Acquisition
- Integrate & On-Boarding
- Engage, Activate & Socialization
- Vest all in the process
- Enhance thru Development & Management
- Move talent thru succession
- Evaluate your model or process
- Next steps and Post Mortem Analysis
- Teach the Organization *Talentification*

Alignment of all capital assets around the ACHIEVEMENT™ model drives organizational effectiveness and success, and when an individual assumes active ownership and participation into TALENTification mindsets, then all human capital at every level becomes the critical asset that can be managed and leveraged for true greatness!