

What is the TALENT LIFECYCLE & why does it matter?

Investments made in the TALENT LIFECYCLE are the most direct path to increased engagement and therefore improvements in performance, productivity, and profitability

The TALENT LIFECYCLE, a depiction of the collective experiences of talent throughout the organization, can be simplified into three phases, each equally and critically important to the end goal:

ATTRACT



Source | Select | Pre-Board

The TALENT LIFECYCLE begins at the **attract** phase, when candidates are engaged with your brand through experiences like social media interactions, information sessions, community-based sourcing practices, referral programs, guidance during the selection process, pre-boarding to prep a new hire before starting

Onboard | Develop | Accelerate

Once hired, the TALENT LIFECYCLE continues to the **grow** phase, with thoughtful onboarding to engage and assimilate new hires quickly, and then with investments in continuous development like guided learning paths, leadership programs, and support in accelerating people's readiness for the next stage of their careers

GROW



ENGAGE



Integrate | Appreciate | Connect

With purposeful design, every experience in the TALENT LIFECYCLE is centered on the goal to **engage**, propelling feelings of belonging, being invested in, and cared for; additional experiences in this stage include culture-focused programs like inclusion programs, recognition and appreciation, wellness actions, company gatherings, and organizational design

Increased engagement leads to higher morale, more loyalty, lower turnover, and so, directly to improvements in:

✓ **Performance**

✓ **Productivity**

✓ **Profitability**



While depicted linearly here for simplicity, the employment journey is a continuous cycle, with ATTRACTION leading to GROWTH which drives ENGAGEMENT, which results in re-ATTRACTION, then to additional GROWTH opportunities, becoming yet deeper ENGAGEMENT, and so on and so on.

Therefore, the more investments are made in ATTRACTION and GROWTH, the more increases come to ENGAGEMENT – and as a result, the further improvements there are to key business metrics of performance, productivity, and profitability.