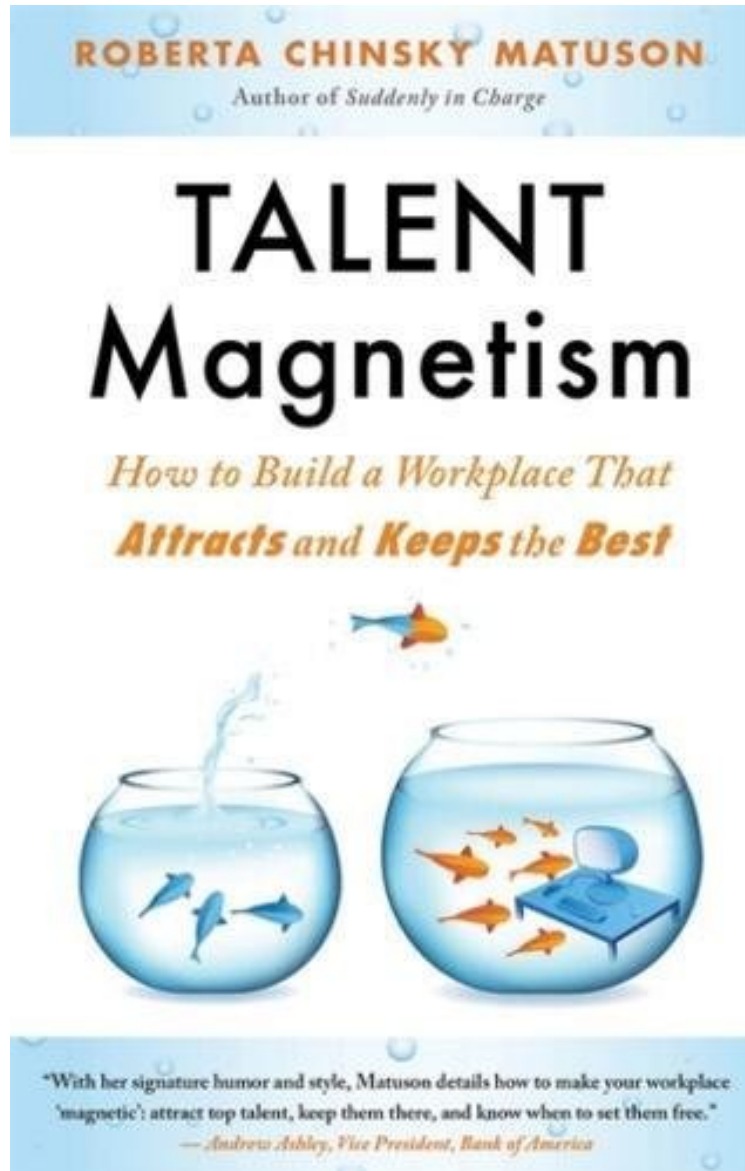


(Read now) Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best

Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best

Roberta Chinsky Matuson

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Roberta Chinsky Matuson : Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best before purchasing it in order to gauge whether or not it would be worth my time, and all praised Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best:

1 of 1 people found the following review helpful. Great book! By Charles Morgan I agree with "rinnig" here that this

book is as helpful for employees as it is for any CEO, who needs to know: 1) how to attract the best, most engaged employees, 2) how to keep them engaged and yet 3) learn enough to know when to let people go- whether they've undermined morale or sabotaged the company's work and don't shape up after a few attempts to help but also, 4) be keen to part on a good note. That's another very important concept: People can write vindictive tweets, now! The corporate world can be pretty harsh at times. To navigate it well, a worker or CEO must be prepared. Matuson does present a softer core, i.e., how and when the boss can give perks. Talent Magnetism also has valuable ideas on how to learn whether employees are happy, engaged and invested in making the company great. To name a few: *Cut to the chase and get past the answers of yes-men or women.* Be sure that the interview process is not turning away some of the best prospects who, in this day and age, might not have patience for the usual runaround. *In case you're a busy CEO who's crunched for time, I would look at the highlighted grey boxes throughout the text, as they summarize her most important lessons. The quizzes and charts are surely worth seeing. It's never too late to magnetize talent! Roberta blogs for fastcompany.com with posts that are witty and concise. 0 of 0 people found the following review helpful. A Refreshing Set of Insights That Are so Magnetic it will make a difference! By Alan Willett What a wonderful, inspiring, refreshing read. Roberta's prose was so refreshing after many slogs through similar books. Better yet, the content is clear and right giving the insights one needs to attract talent that makes a difference. I have consulted with so many organizations where getting the right kind of inspiring, talented person into your organization energizes the whole and makes the key difference. Read this. Better yet, use the concepts! 1 of 1 people found the following review helpful. Awesome book to have on my desk for reference! By rinnig I have both of Roberta's books. Both sit right on my desk for reference. As an owner of a small business, I have to be able to retain my great employees. Roberta shows the way. Talent Magnetism let's me understand what I need to do in keeping my business running smoothly with my best employees. This is also a great book for any employee to read to be able to have longevity in their chosen field. Get both of Roberta's books and you will have a great blueprint on today's workplaces. Peter Rinnig owner QRSTs.com

Talent Magnetism offers straightforward, easy-to-apply techniques that help managers navigate the challenges of attracting and keeping talent to foster innovation and fuel growth. Roberta Matuson, bestselling author of *Suddenly in Charge* and award-winning management consultant, shows you how with: * Fresh techniques and creative ways to build an organization with talent magnetism, where top talent is pulled in with minimal effort on the employer's part. * Proven methods which focus on what today's post-recession workers value most. Hint: It isn't what you think! * Case studies of organizations that have achieved "magnetic" status without Toyotasized budgets. * Rules of Attraction: recommendations to propel you forward at warp speed. Drawing on real-life case studies and examples, Matuson demonstrates the new rules of workplace attraction and retention, helping you and your organization develop irresistible talent magnetism.

Roberta Matuson does a masterful job of de-mystifying a critically important topic that eludes so many companies. This book is both a call to action and a prescription for success, complete with specific qualities that make companies talent magnets, and live examples of individuals and organizations that have successfully adopted those qualities. This is a "must read" for anyone who is interested in creating an enterprise that consistently attracts and, more importantly, retains great people who will truly make a difference. With her signature humor and conversational writing style Roberta guides you through the process of making your workplace "magnetic" to attract true super star talent, keep them there, and know when to set them free. This, at times laugh out loud, but always informative and brutally honest, guide presents achievable steps to help even the most stodgy of institutions move and shake with today's talent pool. Because of her writing style it doesn't feel like you are reading a "business guide book" and might even be something you choose to read twice just in case you missed something the first time through! If you find yourself in an organization where your employees act more like anchors than turbo charged engines driving your business towards success, start reading now! The hiring pool is changing rapidly in the US and this is changing the DNA of our organizations. Talent Magnetism provides key principles on who to hire, motivate, retain and lead teams in this new world economy. Matthew Androski, Vice President GM America Sales at Mindjet Talent Magnetism is the missing book from most executive shelves. We have works on finance, marketing, operations, and research. But the engine that drives all of these areas needs talent for fuel, and Roberta Matuson can help you find and maximize the horsepower from that fuel. This book should be first before all others. Talent Magnetism is an exhilarating book. The workplace is ever-changing and Roberta continues to capture this in Talent Magnetism by sharing best practices and key recommendations to stay ahead of the game. Mary L. Froehlich, COO, Sydney Associates, Inc. Roberta Matuson's insight has effectively provided us the blueprint for transforming our human capital from mediocre to magnetic, thereby attracting the right talent for our organization! Talent Magnetism is a must read for the CEO and HR professional that believes in the old "business as usual" human capital strategy will sustain their organizational needs in today's talent scarcity. About the Author Roberta Chinsky Matuson found herself thrown into management at age 24. By her own wits-and through trial and error-she succeeded and became an internationally recognized thought-

leader, consultant and career expert, often quoted in the media.