The Six Phases of Talent Attraction, Development, and Retention

EMSI’S GUIDE TO GET YOU STARTED
Talent Attraction

Timeline: (0 to 6 months recommended): ___/___ to ___/___

Goal: How can you impact your region’s talent landscape today?

Strategies: Who, where, and how can you recruit talent? Develop a list of candidates and strategies to meet your goals.

Data: What data points can you uncover on talent pools and marketing metrics that matter?

Transferable Skills

Timeline: (6 months to 2 years recommended): ___/___ to ___/___

Goal: How can you retool or upskill workers already in your area?


Data: What opportunities can you uncover using job posting analytics and skills transferability data?
3 Technical and Certification Programs

**Timeline** (2 to 4 years recommended): ____/____ to ____/____

**Goal:** How do you develop a sustainable talent pipeline?

**Strategies:** What key business partnerships do you need to develop? Create action plans for long-term training.

**Data:** What in-demand jobs and skills metrics can you use to establish a baseline and track progress?

4 Advanced Skill Sets

**Timeline** (4 to 7 years recommended): ____/____ to ____/____

**Goal:** How do you encourage long-term talent development in your community?

**Strategies:** How can you help to inform university program development? Create action plans for long-term training and partnerships.

**Data:** Better understand and develop employment outcome and alumni data in your area.
Information Gap

Timeline (7 to 10 years recommended): ___/___ to ____/_____

Goal: How can your community invest and build awareness with youth in your region?

Strategies: Where and how can you share community information with youth?

Data: Showcase good jobs and how to get them to change potential perceptions and build awareness.

Starting Early

Timeline (10 to 15 years recommended): ____/___ to ___/____

Goal: How can you align early education and business?

Strategies: How can you infuse STEM training and skills development in your pre-K education? What partnerships and programs do you need to develop?

Need assistance with data? Contact Emsi for reliable data and expert analysis:
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