



# The Six Phases of Talent Attraction, Development, and Retention

EMSI'S GUIDE TO GET YOU STARTED



# 1

## 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?

# 2

## Transferable Skills

**Timeline** (6 months to 2 years recommended): \_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_

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

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

**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.

# 5 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.

# 6 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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