

## Human Capital Strategy: The Fiercest Weapon

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We are at war.

Our War is a talent war.

Organizations are recognizing it is no longer enough to offer solely a robust compensation, benefits and 401(K) package. (That's table stakes!) The talent we seek – **our people** – want more.

They want a career that is a destination vs. an obligation.

So, how do we get there? How do we win the talent war?

We must start by creating a strategic human capital management strategy that enables organizations to face their futures with confidence. And perhaps more importantly, we must utilize tools, technology and influence to effectively *execute* that strategy.

Today's workers are incredibly diverse. Certainly generational characteristics are important, but there is so much more – diverse work styles, career aspirations, financial needs, family makeup, health situation, risk tolerance and more – most of which is not immediately obvious.

Our people need more than a one-dimensional strategy. Data and analytics can be valuable in making decisions on where and how to provide opportunities for customization and personalization that effectively drive employee engagement and strengthen our ability to compete for talent.

Technology will be critical in this process – technology that goes beyond HR administration and compliance to developing and executing talent management strategy.

So – what makes **your** organization distinctive as an employer? Why do people choose you as their employer? Why do people *not* choose you as their employer? What does engagement mean to your organization? How well does your human capital management strategy align with and drive your organizational objectives?

How do you allocate investments in talent that maximize your return on talent investment? Each component of your employment value proposition needs to effectively address employees' physical, emotional, social, financial and career wellbeing, as well as drive *organizational* wellbeing.

Join us for a presentation on creating and executing a human capital management strategy that utilizes technology and analytics to optimize the employment value proposition. We'll poke a bit of fun at generational stereotypes and discuss the competitive advantage in going beyond the obvious to really tap in to the whole employee. We'll discuss how to better drive employee engagement and organizational success by aligning that strategy with your organizational objectives. You'll be one step closer to winning the war on talent.