

**Executive Director Column**  
**May 16, 2018**

## **What Next?**

In a little over a week, the 2018 Centergy Regional Talent Summit will have concluded. It is our hope that talent attraction professionals who attended the daylong conclave will gain new and better ways to keep the talent they have and attract fresh talent from far and wide.

The one thing we know for certain is that the challenge remains.

There is no lack of guidance on how to best solve the labor challenge. One perspective I like offers a look at trends impacting talent attraction & employer branding. The writers offer four macro-trends that are affecting the talent management and employer branding industry. I believe each one is relevant to central Wisconsin.

The first is titled The Information Avalanche. The authors claim that candidates are “acquiring more knowledge about employers because information is increasingly more readily available and accessible.” This is something the 2018 Centergy Regional Talent Summit addressed with sessions on how to “identify and broadcast the employer’s differentiating factors” and how best to convey each individual employer’s culture to potential new employees. Painting a clear picture of who you are as a company and community is pivotal to attracting inquiries from individuals and families that are most likely to relocate to and flourish in central Wisconsin.

A second factor offered is what the authors call the Free Agent Nation, citing the increasing number of industries that have more temporary workers than FTEs. This “is projected to grow across the world.” A goal in central Wisconsin should be to fashion our culture to ensure a sense of belonging among temporary workers as well as FTEs. This requires that we define the culture in our region, and address necessary cultural shifts needed to grow the labor pool in central Wisconsin. This will include conversations on inclusion and diversity.

Another of the four factors addressed is the social media challenge. The authors claim that “companies have yet to realize the promises of social media.” This is a promise that Centergy is pursuing pragmatically in the creation and implementation of a social media strategy. Our strategy, when completed, will focus on using social media to build engagement between existing employees and to encourage employers and individuals to become emissaries that champion the attraction of new families to central Wisconsin.

As important as the first three factors is the fourth: The need for agility and speed in everything we do. The human resource efforts in every company need improvement and to ride on the crest of the wave of technological advances. “The ability to plan for and adapt to continuous change becomes a key competitive advantage in the future,” the authors offer. Central Wisconsin possess an abundance of riches when it comes to innovation and entrepreneurship. These assets need to be harnessed, catalogued, and collaboratively and strategically deployed. If we can do this, the future is bright indeed.

Regional economic development is a collaborative undertaking. Join the Centergy team and let’s work together towards success.



“The whole is greater than the sum of its parts.” – Aristotle

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