

**KeyPoints from the presentation -
Proven Tools To Attract & Retain Talent: Getting better buy-in
Terry Williams**

1. 'Fit' is more important than talent
2. 'A' players attract more 'A' players. 'C' players do not. If you tolerate non-performance, you will get more of it.
3. Decide what your behaviour-based values are and consistently display and reinforce them.
4. Build & maintain an 'employer brand'. Even if you don't, you will end up with one by accident.
5. Adopt a 'fresh eyes' system.
6. Recruit attitude; train skill.
7. If you've got a choice between people of similar acceptable levels of technical skill, target the people with self-discipline, grit & a growth mindset.
8. Use a structured behaviour-event-based set of job interview questions.
9. Do background checks.
10. Assess your people and their development against the 'Performance-Values Matrix'.
11. Focus on your 'A' players (High performing + High values). Support or manage out the others.
12. Create an environment with information + interest (relevance) + involvement.
13. Do more asking than telling.
14. Observe and note their push and pull motivators. Use both.
15. Assess and support employee engagement (Discretionary effort = them doing more than they have to because they choose to).
16. Autonomy + mastery + purpose.
17. Start with 'why'.
18. Lessen pay gaps.
19. Support coalface leadership.
20. In the long run, it's more important to have the best systems than the best people necessarily.
21. Monitor and maintain a healthy level of positivity with constructive criticism.
22. Consistent regular feedback is critical.
23. Invest in development.
24. Do not accept the unacceptable. If you do, then it becomes acceptable.
25. People are different and need different things from their leaders. One of the things upon which it depends is where they are at on 'the learning staircase'.

