

## Talent Magnet:

*How to build a powerful and differentiated employment brand...*

A game-changing and highly practical workshop which will:

- Move beyond EVP approaches and recruitment advertising
- Offer a proven process for building brands which are aligned with the business model and culture of your organization
- Offer new strategies for engaging talent in uncertain times



### About the Presentation

People are not really your greatest asset. The right people are. If you are to attract and engage the kind of innovative talent you will need to be successful in the future then you must build a powerful employer brand. And then have your managers' deliver on the promise it implies.

Talent Magnet will combine the best research on human behavior, with the changing nature of business models and what constitutes value to the client, with proven strategies for getting results through people. Specifically it will:

- Outline a step-by-step approach for building a more powerful employer brand
- Show you how to uncover what is already great about your company and how you can leverage that to build your brand
- Reveal the role 'story' plays in engaging the best talent in times of change
- Showcase some of the most innovative approaches to employer branding from around the globe
- Move beyond the hype with an approach anchored in the business model itself

### About Peter Sheahan

Peter Sheahan has delivered more than 2000 presentations to over 300,000 people in 15 different countries. His clients include News Corporation, Google, Hilton Hotels, GlaxoSmithKline and Harley Davidson.

Peter has authored 5 books including the international best sellers *Generation Y* and *Flip* (which is now in 25 countries) and his 6<sup>th</sup> book *Making It Happen* is due for release in spring 2010.

A former General Manager of a \$10 million hotel, Peter has established himself as a highly successful entrepreneur. In addition to his world renowned thought leadership practice, Peter is also the CEO of the Centre for Skills Development (CSD). The CSD specializes in large-scale behavior change projects for clients such as Apple and IBM.

- 2009: Judged one of the '25 Hottest New Speakers in the US'
- 2009: Judged one of the US Speaking Industry's '25 most Influential Speakers'
- 2006: Voted by his peers as the best Keynote Speaker in Australia

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## Testimonials



*"From the creative's in the editing rooms of LA, to the Chairman himself in New York, Peter Sheahan has had a profound impact on this company. It is very rare to find someone who is engaging on the platform and whose work is clearly based on ground-breaking research and genuine insight into what makes a business and its leaders successful in today's uncertain market place. Peter Sheahan is one of those people. I have no hesitation recommending Peter to any organization looking to drive innovation deeper in their company, and wanting to inspire their leaders to think differently and take the necessary risks to future-proof the business."*

**Tiffany LaBanca, Senior Vice President - Internal Communications, News Corporation**

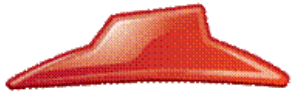
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*"Peter's sessions are always high energy, very informative and most importantly thought provoking. His session on Flip opened our leaders' minds to a whole new way of thinking about our business, and of their role in it. His insights are cutting edge and force leaders to think about how they will future proof themselves and the business against the inevitable changes we all face."*

**Shelley Holst, Talent and Organisational Performance Manager, GSK**

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*"Peter Sheahan is a sharp business mind. He understands the business model itself, and the role talent plays in driving its success. A long-way from the group hug style approach to talent that plagues many advisers in this space, Peter will cut the heart of what makes you a great place to work, and outline the best strategies for telling the world. He has a clear understanding of what drives human behaviour, and always offers a thoroughly researched perspective on your main competitors, and where you are positioned in the mind of the people you want to attract and retain."*

**Amanda Fleming, Chief People Officer, Pizza Hut**

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*"Thank you for your thought provoking presentation at Google's HQ in Mountain View. A number of Google staffers reached out to say how much they enjoyed your thought provoking presentation. You gave us great insight into the minds of literally hundreds of potential Googlers. For us to better understand how to motivate and develop that talent will certainly be key to our continued success."*

**Sue Polo, Engineering and Operations Staffing Manager, Google**

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*"Peter understands not only the forces of change in the modern business landscape, but the mindset the leader needs to adopt to future-proof themselves against that change. His sessions are content rich, extremely thought provoking and inspiring - all at the same time. Peter is just the right kind of thinker to help organizations profit from the opportunities which inevitably arise in such a turbulent economic environment."*

**Naomi Chavez Peters, Communications & Development Director, Cisco Systems, Inc**

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