

# **THE TALENT WAR**

## **How Special Operations and Great Organizations Win on Talent**

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The website for this book is at: [www.thetalentwar.com](http://www.thetalentwar.com).

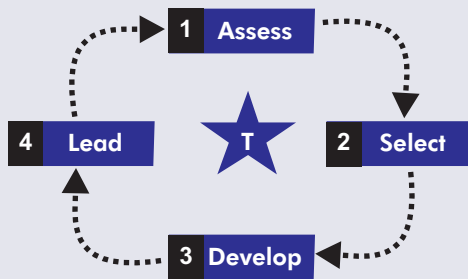
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**MAIN IDEA**



Whether you realize it or not, the winning formula for any business is to attract and retain the best people, and use them wisely. The world is changing, new technology is emerging, and the marketplace is evolving, but to survive and thrive, you really only need to focus on one key resource – having people who will figure out a way through, under, or around any obstacles you face.

To excel today, you have to have a robust talent acquisition and development plan that looks something like this:



*"There is no telling what kinds of problems your business will face five, ten, and twenty years from now. If you want your company to survive and thrive, you need to focus on the one resource that gets better every year: people. The only way to prepare for the unknown is to fill your company with talent—people who will be able to face whatever comes and find a way through, under, or around it. Talent is the answer. Talent is universal and eternal, and talent wins every time. It climbs over obstacles and delivers results. It finds a way to victory. Talent is the answer."*

– Mike Sarraille and George Randle

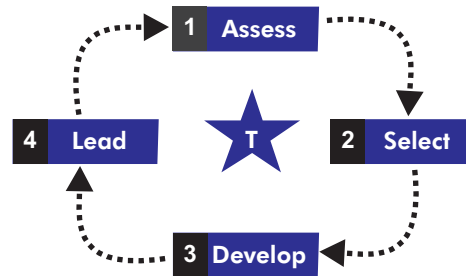


**1. The war for talent . . . . . Pages 2 - 3**

The Special Operations communities in the armed services are one of the world's most effective magnets for great talent. They are obviously doing something right, and businesses would be crazy to ignore how they attract and develop their talent. Learn how to attract talent the way Special Operations do and you'll win the war for talent.

**2. Preparing for war . . . . . Pages 4 - 6**

The only way you can win the war for talent is to have a great talent acquisition and development plan. It will need to have four solid components:



1	Hire for character, train for skill
2	Look for the "Big 9" character traits
3	Combine training with challenges
4	Know that only A-Players hire A-Players

**3. Going to war . . . . . Pages 7 - 8**

Make the hiring process a decisive battlefield where your organization gets ahead. Set up a talent acquisition plan that applies the best principles which Special Operations have acquired over the years. Remember that character is always best revealed at one's limits so incorporate pressure tests into your talent acquisition and development plan. Make your people your true competitive advantage.