
The New Talent Playbook:

HOW INNOVATIVE BUSINESS
OWNERS ARE IGNITING GROWTH
AND PROFITS

— **WORKBOOK** —

SECTION 01

Talent Crisis & Business Impact

How is the talent crisis affecting my business?

	Yes	No	Maybe
Diminished productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frustrated and overworked staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unrealized growth	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor customer experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Additional Notes

Section 02

Culture & Retention Assessment

Where can we improve our employee retention and company culture?

To what extent is our company culture by design or default?

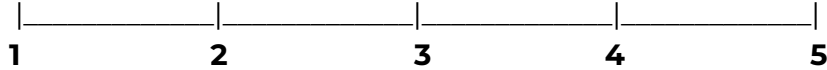


Initial thoughts on how to improve

To what extent are our company values being practiced?

Not practiced at all/
No written values

Practiced
every day

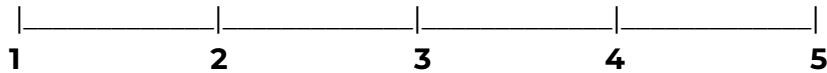


Initial thoughts on how to improve

Do I think that my top people are paid competitively?

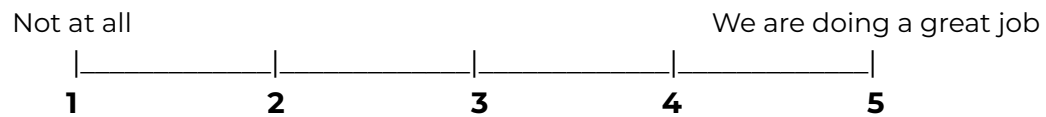
Not competitive at all

Highly competitive



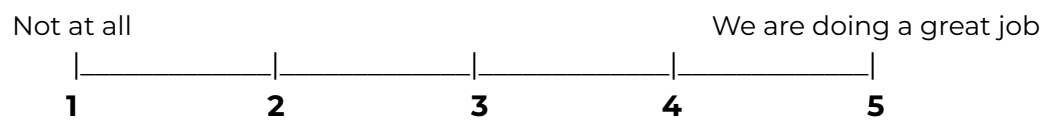
Initial thoughts on how to improve

Is there an opportunity to provide better upskilling and career opportunities?



Initial thoughts on how to improve:

Are we recognizing and rewarding our people?



Initial thoughts on how to improve

Are we tolerating bad apples or poor performers?

☐ Yes

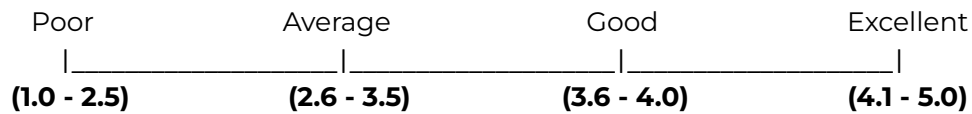
☐ No

Actions Needed

Section 03

Employer Brand & Recruitment Process Assessment

What is our company's Glassdoor score?



How user-friendly (including cycle time) is our recruiting process?

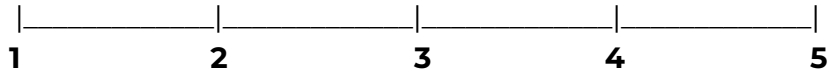


Initial thoughts on how to improve

How competitive is our remote work policy?

Not competitive at all

Highly competitive

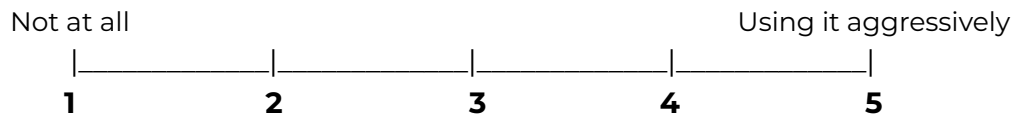


Initial thoughts on how to improve

Section 04

AI & Automation Assessment

How aggressively are we using automation in our business?



To what extent is our team leveraging AI?



Additional ideas

Section 05

Identifying Opportunities for Overseas Talent

In which roles could our company leverage overseas talent?

Note: List any roles or departments that could be performed by overseas talent. List roles that could mostly be done remotely, even if a few tasks require in-person work. Many companies have found workarounds for these tasks—a small compromise for the efficiency and cost savings of hiring overseas talent.

Section 06

Unique Abilities Focus & Delegation Assessment

Do you have an executive assistant?

- ☐ Yes
- ☐ No, I am my own assistant

What tasks are you currently performing that are not the highest and best use of your time?

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____
7. _____
8. _____
9. _____
10. _____

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