



Winning The War for Talent: How to Attract and Keep the People to Make the Biggest Difference to Your Bottom Line

Mandy Johnson

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A new system of people practices that produce extraordinary business results

Hiring and retaining great people is the key to profitable growth, but it is the number one issue keeping leaders and managers awake at night. *Winning the War for Talent* addresses this issue with an unconventional 'how to' guide of innovative techniques to source and retain skilled staff. This book shows you how to do away with old-fashioned, destructive and subjective practices that have spread like a pandemic through the HR industry. It also outlines why effective sourcing of talent is now vital to business success. You will be shown proven, scientific solutions that are rarely used and never mentioned in existing business books and seminars and much, much more.

- Includes a complete step-by-step system with checklists, KPIs and templates that organisations of any size or type, can easily follow and implement
- Features proven strategies and secret weapons that won't cost you a cent, highlighted in case studies from a diverse range of businesses
- Written by bestselling author Mandy Johnson, the youngest ever director of Flight Centre, Australia's leading travel agent

For business owners and organisational leaders *Winning the War for Talent* is your must-have companion to effective recruitment, staff retention and increasing business success.

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