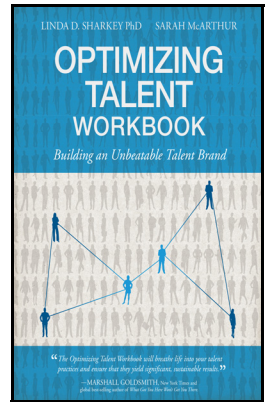




New Book Information

Optimizing Talent Workbook: Building an Unbeatable Talent Brand By **Linda D. Sharkey** and **Sarah McArthur**

The Optimizing Talent Workbook will guide you through a hands-on, practical application of what you learned from *Optimizing Talent: What Every Leader Needs to Know to Sustain the Ultimate Workforce*. Not only will you learn to apply the Optimizing Talent Framework in your organization, you'll find that we've expanded on the foundation of *Optimizing Talent* to include the incredibly valuable topics of talent branding and neuroscience, as well as case studies of companies that have used the framework to great success. The *Optimizing Talent Workbook* provides a step-by-step strategic implementation approach for developing and retaining the best talent whatever your business!



- Preface
- About the Authors
- Acknowledgments
- Chapter One: Getting Started – *Linda D. Sharkey PhD*
- Chapter Two: Talent Branding – *Sarah McArthur*
- Chapter Three: Leadership and Culture – *Lynda Keating*
- Chapter Four: Strategic Alignment – *Linda D. Sharkey PhD*
- Chapter Five: Talent Assessment – *Dan Martin*
- Chapter Six: Performance Management – *Phil Dixon*
- Chapter Seven: Learning and Development – *Frank Wagner*
- Chapter Eight: Human Resources Capability – *Liza Sichon*
- Chapter Nine: Data Analytics – *Linda D. Sharkey PhD*
- Chapter Ten: Applying the Talent Optimization Framework™ Case Studies – *Eve Emerson*
- Chapter Eleven: The Last Word Results and Conclusions
- Contributing Experts
- Appendix
- References

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Optimizing Talent: What Every Leader and Manager Needs to Know to Sustain the Ultimate Workforce

by **Linda D. Sharkey** and **Paul H. Eccher**

A volume in **Contemporary Trends in Organization Development and Change**
Series Editors Therese F. Yaeger, Benedictine University
 and **Peter F. Sorensen, Jr. Benedictine University**

Optimizing Talent is the must have book for every leader and manager looking to sustain the ultimate workforce. Linda and Paul show what works and what doesn't in talent initiatives to drive business outcomes. This book is a call to action to transform how you think about talent, how you develop and retain talent and how you measure the impact of talent initiatives on the bottom line.

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