

# Maximising your *people's potential*

Business needs are changing fast. In this climate, it's vital for businesses to nurture and develop existing talent. Talent is in increasingly short supply and recruitment costs are high. Lack of training and development is often cited as a key reason for people leaving organisations – yet too few approach training and development in a targeted and inspiring way. In short, employee development is critical for retention and success.

- Business strategy can be driven by good people development
- Buying in talent can be risky, difficult and expensive: keeping good people is good business
- A strategic and ongoing approach to learning and development can boost retention
- Training is too often a reaction to poor performance; it can and should be a way to maximise potential
- Research shows that revenue per employee doubles in organisations with development plans<sup>1</sup>

## How does SHL help?

SHL helps you to identify the developmental priorities of your people and so maximise their potential in current and future roles. We help you measure improved performance.

*“Orange can now optimise career development plans on an individual basis.” Orange*

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<sup>1</sup>Bersin Research, Coaching: An Essential Part of Performance Management.

## What our customers say

### Tailoring learning and development

*"People are aware of their strengths and areas where they need to build skills."*  
Coca Cola

### Retaining talent

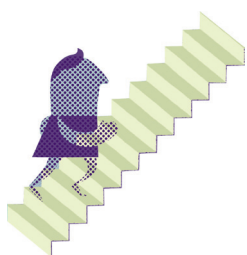
*"We have realised a 30% reduction in turnover, representing \$5m in cost savings."*  
T-Mobile

### Increasing productivity

*"Few companies recognise the importance of developing and retaining their top marketing talent. We are demonstrating to our senior marketers in a very tangible way they are of great value to the company."* Coca Cola

## How do we do it?

- Determining and measuring the skills needed for success
- Keeping developmental focus aligned with business objectives
- Creating practical development plans that deliver behavioural change



### Key points

Identifying the abilities and potential of individuals and teams

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Understanding the skills gaps appearing in existing and future roles

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Creating bespoke development plans to maximise potential in current roles

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Supporting more than *10,000* customers every year

Organisations that understand and maximise their people's potential achieve outstanding results. SHL gives you the insights to make better decisions about your people.

**We call this People intelligence, Business results.**