



Bristol Technology Festival

BUILDING A TALENT STRATEGY

Ever attended an event that energises you and gets your head buzzing with different ideas?

That happened to me yesterday. It was day 1 of the Bristol Technology Festival and I went along to the Engine Shed for a session on “Building a Talent Strategy to Power the Future”.

What got my mind whirling? Too much to mention if I'm honest but here's a few snippets:

- You can attract talented and engaged people if they get your purpose and what it is your business does. Have you taken time to think about and define that?
- Who isn't talking to you about job opportunities in your company? Are you missing out on great talent because your message isn't landing or you aren't thinking creativity about where to find people?
- Build the strategies but don't forget to continue to live them. Keep telling people the important stuff. It might not be easy but take time to prove the impact your organisation is having.
- AI is great for automating processes but don't let it dumb down your persona, especially when applying for jobs.
- Companies have to be proactive when it comes to bridging the skills gap. We all have to have a view. If not, we'll get left behind.

A great discussion and brilliant start to the week. Thank you to everyone involved..... defo food for thought!



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