

The War for Talent - Myth vs. Reality

Job losses have been at a high with the downturn of the economy. This begs the question, with unemployment at 6.4% in Iowa (Iowa Workforce Development), is the war for talent over? We understand why many of our clients believe with unemployment levels at record highs that there is an abundance of talent.

Reality-The war for talent is alive and well.

"There's no question this is a challenge. There is a war for talent, and all companies in industry are in it whether they know it or not." Daryl Dulaney, President and CEO, Siemens Industry Inc., Feb. 16, 2011

How do we win this war?

Palmer Group coaches our clients to focus on [Employment Engagement](#). You attract and retain top talent by creating a culture and vision that inspires your team. Top talent is motivated and wants to contribute. High performance companies create an emotional bond within their organizations. Have you considered or strategized for opportunities to make your work environment more attractive and allow your talent to maximize their strengths?

Thank you for partnering with Palmer Group when you need assistance with identification, attraction, and hiring of top talent.