



Keynote: Finding and Keeping Good People

We are in a 'war for talent.'

As we enter into an era of changing demographics, traditional sources of labor are getting tighter. Rural companies have specific challenges: finding workers who aren't already working for another business in the community or finding workers who are willing to work seasonal or part-time.

In this presentation, leadership expert Cheryl Cran will provide ideas and strategies on how your company can find and keep good people. Attendees will leave this session with:

- Creative ideas on how to maximize what we know about the different generations and how to attract the best generation for the job
- Where to find the right person for the job based on the needed skill set, attitude and work requirements
- How to create a referral network by word of mouth, technology and like minded businesses
- How to maximize the concept of 'pooled talent' and 'shared talent'
- Strategies on how to keep the right people on board, to keep them engaged and eager to work for you longer term or again in the future
- 5 action steps they can use immediately to find and keep the right people

NOTE: Every attendee will be given access to a complimentary AND customized e-book entitled "***Farming Talent for the Future***"