

HUMAN CAPITAL [R]EVOLUTION

SOLVING YOUR PEOPLE PROBLEM THROUGH A COMPELLING BRAND, DIFFERENTIATED EXPERIENCE, AND STICKY CULTURE.

Beyond supply chain, the major constraint to post-pandemic growth are labor shortages and the war for talent. The good news.... This may be new for the US, but it isn't new for other parts of the world, and there is a proven playbook for alleviating this problem in the short term and solving it for the long term.

The hidden gift of this crisis is a unique window of opportunity to make long-needed changes to the way we attract, engage, and retain the human capital we need to do business. Now more than ever you have permission to take a new approach, and a willingness to accept progress over perfection.

Drawing on case studies that span from Mining to the Military, and from Restaurants to Removalists, this highly practical session will teach your leaders / managers how to:

1. **Go beyond wages / salary to drive attraction and retention**
2. **Manage the risk of burnout and Covid-19 fatigue**
3. **Lead in ways that increase engagement and retention**
4. **Creatively solve the hidden obstacles to better management and labor relationships**
5. **Build a compelling employer brand**
6. **Deliver a brand aligned employment experience**
7. **Embrace the mindsets, practices, and behaviors necessary to create sticky cultures**

AUDIENCE OUTCOMES

- **69% of US corporations say candidate skills aren't available for the jobs they are trying to fill (Manpower)**
- **89% of employers think their employees leave for more money... 20,000 exit interviews show it is just 12% (May 2018, Forbes)**
- **82% of US Employers plan to increase hiring (Sep 2021, Monster)**
- **78% of Millennial and Gen Z employees say Covid has made them question what they want to do (Sep 2021, Elements Global Services)**

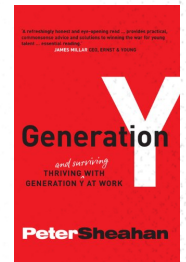
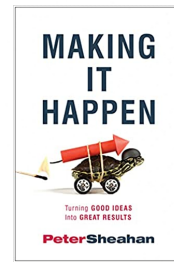
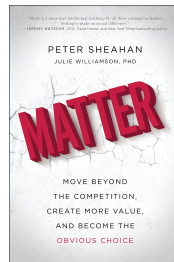
LET'S COLLABORATE TOGETHER →
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BIOGRAPHY

Since writing one of the first books in the world on the millennial generation over 16 years ago, Peter has been in the trenches with leaders as they wrestle with their human capital challenges. In this work he has built employment brands for companies that include Chick-fil-A and Fox Studios, architected the most successful military recruitment strategy since the draft, and developed the management capabilities of companies that include Microsoft, AT&T, and Anglo American. The success of this work led to the growth of his 3 global companies, 3 more best-selling books, and to Peter delivering more than 3,000 workshops and presentations to over a million leaders globally.



TESTIMONIALS



Peter Sheahan understands the business model itself, and the role talent plays in driving its success. He will cut the heart of what makes you a great place to work, has a clear understanding of what drives human behavior, and always offers a thoroughly researched perspective on the market. Whether it is strategic guidance, or creative stimulation Peter is a powerful partner on your journey to solving your human capital challenges.

Chief People Officer, Pizza Hut

Thank you for your thought-provoking presentation at Google's HQ. You bring terrific energy and insight to the talent topic, and a number of Google staffers reached out to say how much they enjoyed your thought/discussion provoking presentation.

Engineering and Operations Staffing Manager, Google.

Peter is one of the few speakers we have had who can match the sharp minds of the highly intelligent people we have at Shopzilla, and also deliver an inspiring and insightful message with a clear application to our business and company culture. Well researched and highly engaging, his session with our senior leaders not only opened their eyes to the opportunity presented by the changing nature of the workforce but opened their minds to new ways we can drive collaboration and innovation in the business. Our team's response was unanimous – we want him back!

Head of People and Culture, Shopzilla

