

# High Potential Communities: Rapid, Breakthrough Results In Building Loyalty & Innovation

## Our Perspective

Employee loyalty may be at an all time low. A recent survey<sup>1</sup> of employees at over 300 companies found 33% are “intensely” negative toward their employer; 55% are negative; and 28% are actively searching for a new position.

Many enterprises are cutting costs and employees to position themselves to speedily move forward when the economy turns. Without an effective strategy to build loyalty, these companies may well find themselves stalled for lack of talent.

## Objectives

The goal of our High Potential Communities is to secure the loyal, motivated talent an enterprise needs to seize opportunities in any market. Specific objectives include:

- Providing high potential leaders with a “voice” in the enterprise’s strategy and day-to-day execution<sup>2</sup>
- Giving senior leaders a realistic, fast and personal means to test new ideas with & gain insights from their most talented people
- Promoting development through mentoring, peer coaching and networking<sup>3</sup>
- Establishing a cadre of informal leaders to enroll employees in the execution of the company’s strategy
- Increased retention and mobility of talent across the company
- Responding to emerging trends in employee motivation early & effectively
- Igniting innovations in product, service & operations

## Framework

Our High Potential Communities are targeted groups of 50 – 200 highly talented people invited to communicate in a trusting, open environment to enhance their professional development, provide insight into the enterprise’s decisions, and fulfill a leadership role in communication, motivation, & innovation.

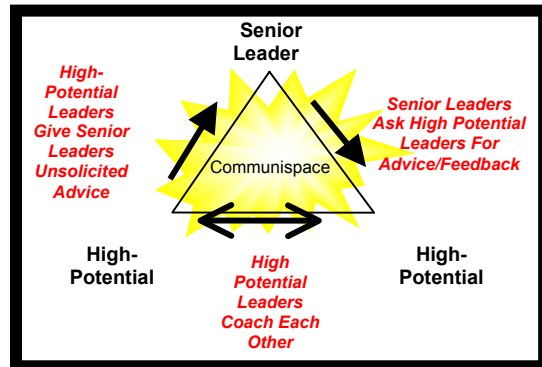
They participate at the time and place most convenient to them on a 24/7/365 basis. This is made possible by a software application and professional facilitation.

<sup>1</sup> Towers Perrin study released in Jan ’03.

<sup>2</sup> Research has found having a “voice” to be the number one factor in increasing the retention of high potential talent.

<sup>3</sup> A culture that supports continuous development is the number two factor in increasing talent retention.

The members of the community and senior executives are able to initiate dialogues around those issues of most importance to them and the company.



## Process

High Potential individuals are identified and personally invited to participate in the community<sup>4</sup>. The professional facilitator ensures that the dialogues remain useful and vibrant and that the most effective process tools are used. These tools include:

- Dialogues
- Surveys & polling
- Brain-storming
- Concept/prototype previewing
- Links to product information & training resources

Our senior consultants provide regular analysis and strategic advice to ensure taking maximum advantage of the talent cadre and its ability to communicate, innovate, execute and build employee loyalty.

## Results From Our Approach

Our High Potential Communities generate results such as the following:

- Increased retention, development & mobility of High Potential talent
- Increased broad employee loyalty
- Heightened innovation driving revenue growth and efficiencies
- Faster, more reliable execution of the company’s strategy
- Strong relationships between current & emerging leaders

NOTE: Commispace is a partner of Flanagan, LLC.

<sup>4</sup> Individuals may or may not be told they are High Potentials.