

# **Attracting and Retaining Great Talent**

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## **1. PLAY TO WIN**

Create a culture that fosters a business-value mind-set. Hire people with the courage to be irreverent. Show employees how they connect to the overall business.

## **2. GO BROAD**

Hire people with a diversity of backgrounds and experiences, beyond classic IT. Provide access to other parts of the organization.

## **3. TELL THE STORY**

Get people excited about the mission of the organization. Convince them they are on a winning team. Sell yourselves and what you do.

## **4. GO DEEP WITH SCHOOLS**

Deepen relationships with colleges and universities as well as other strategic partners.

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