

# TALENT COMMUNITY BUILDING

How it works, why it works and what you  
can do starting tomorrow





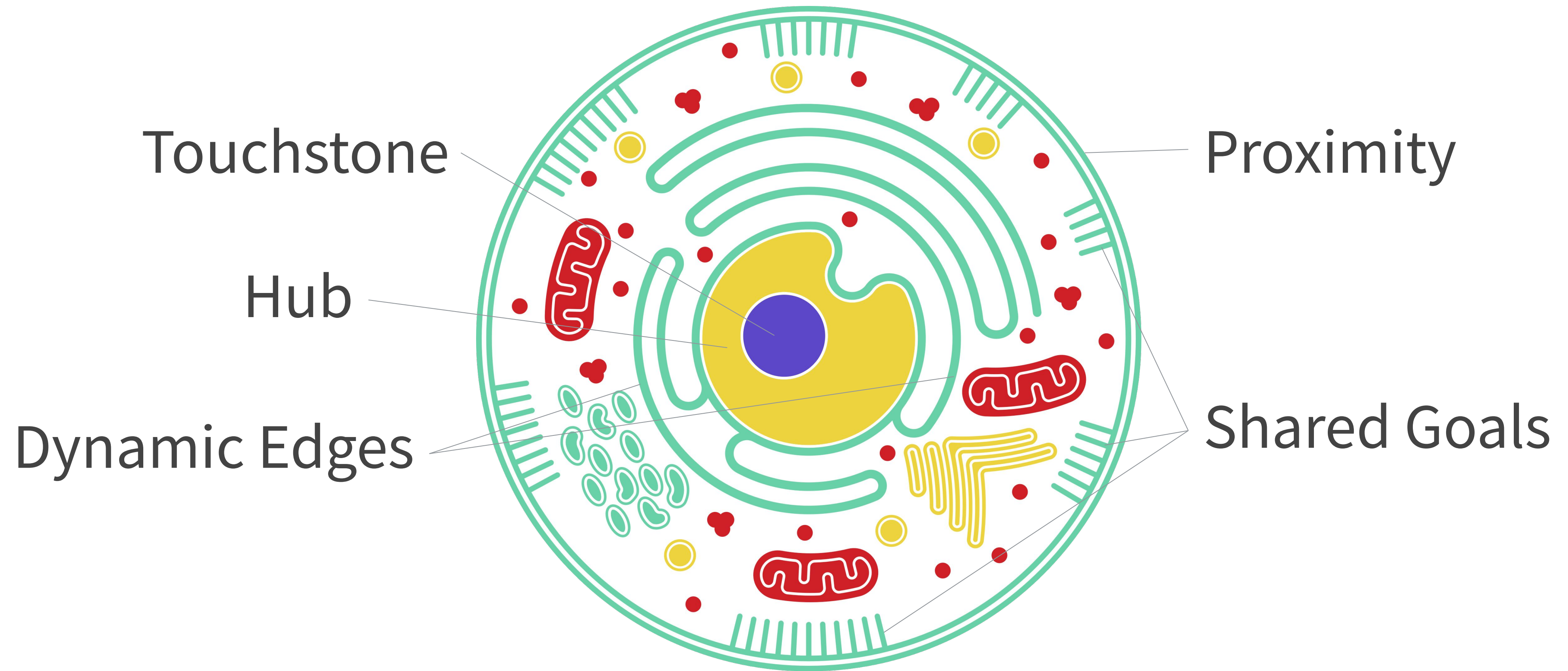
# SO... COMMUNITIES





# STUFF THAT'S THE SAME

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# Stuff that's different.


{Company. Employees. Shared Skills.}



A woman with long, wavy red hair and glasses is sitting at a desk in an office. She is wearing a dark blue or black V-neck top. The desk is cluttered with various items, including a laptop on the left, a pen holder with several pens, a calculator, and various papers and folders. In the background, there are windows with blinds, a shelf with a piggy bank and other small objects, and a white cabinet or desk divider. The overall scene suggests a busy, somewhat disorganized office environment.

They work because  
people WANT to be there.



A man with curly brown hair, wearing a white short-sleeved button-down shirt and a dark patterned tie, stands in an office. He is looking to his left with a slight smile. The background shows an office cubicle with a desk, a printer, and a lamp. A white text box is overlaid on the right side of the image.

Talent Communities  
work the same way.  
Make people want  
to be there.





**You don't decide where the center is.  
Your employees and candidates do.  
It is not about YOU, the company**


**It is about the collective YOU.  
Also? It changes.**



**Content is no  
longer king.**

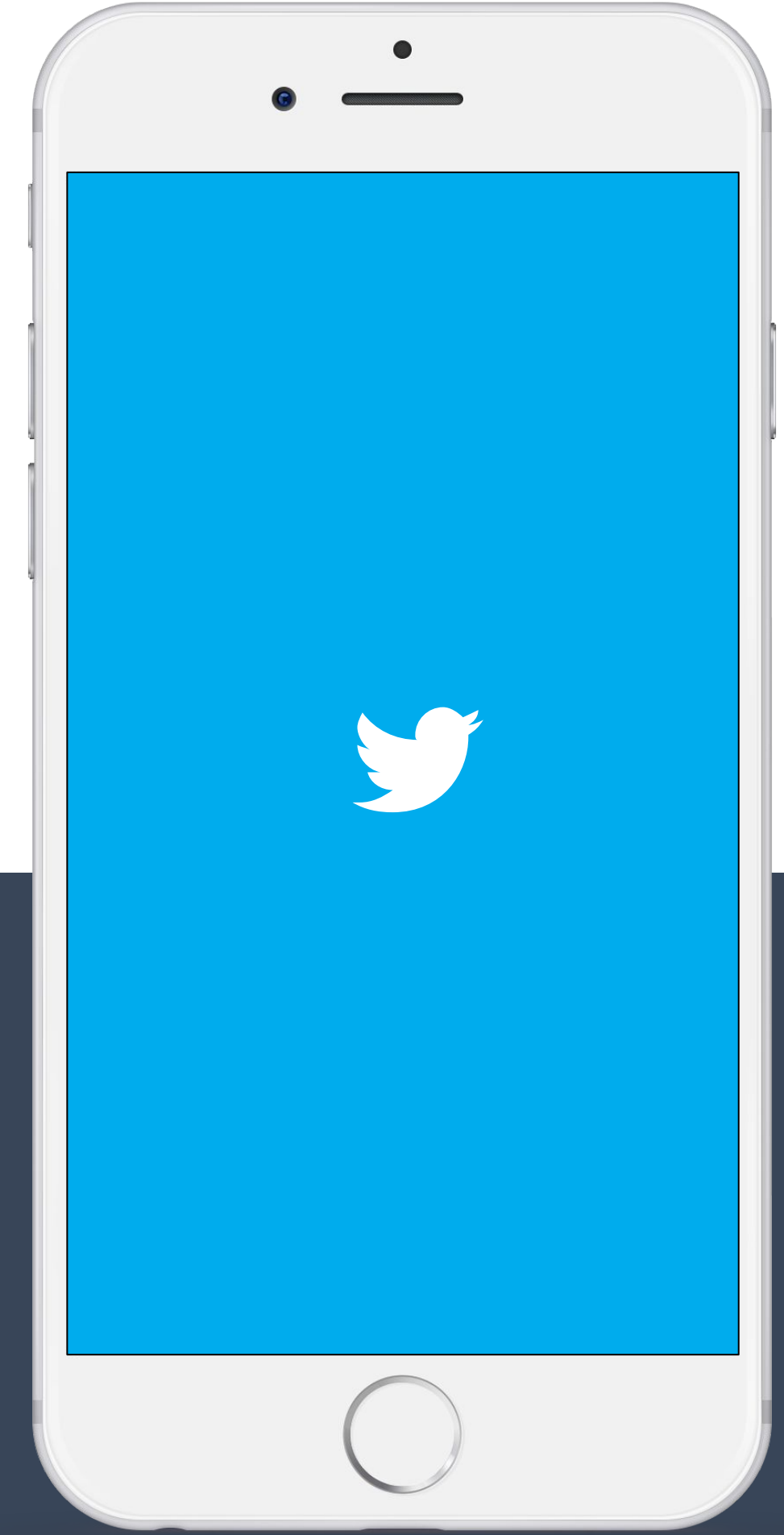
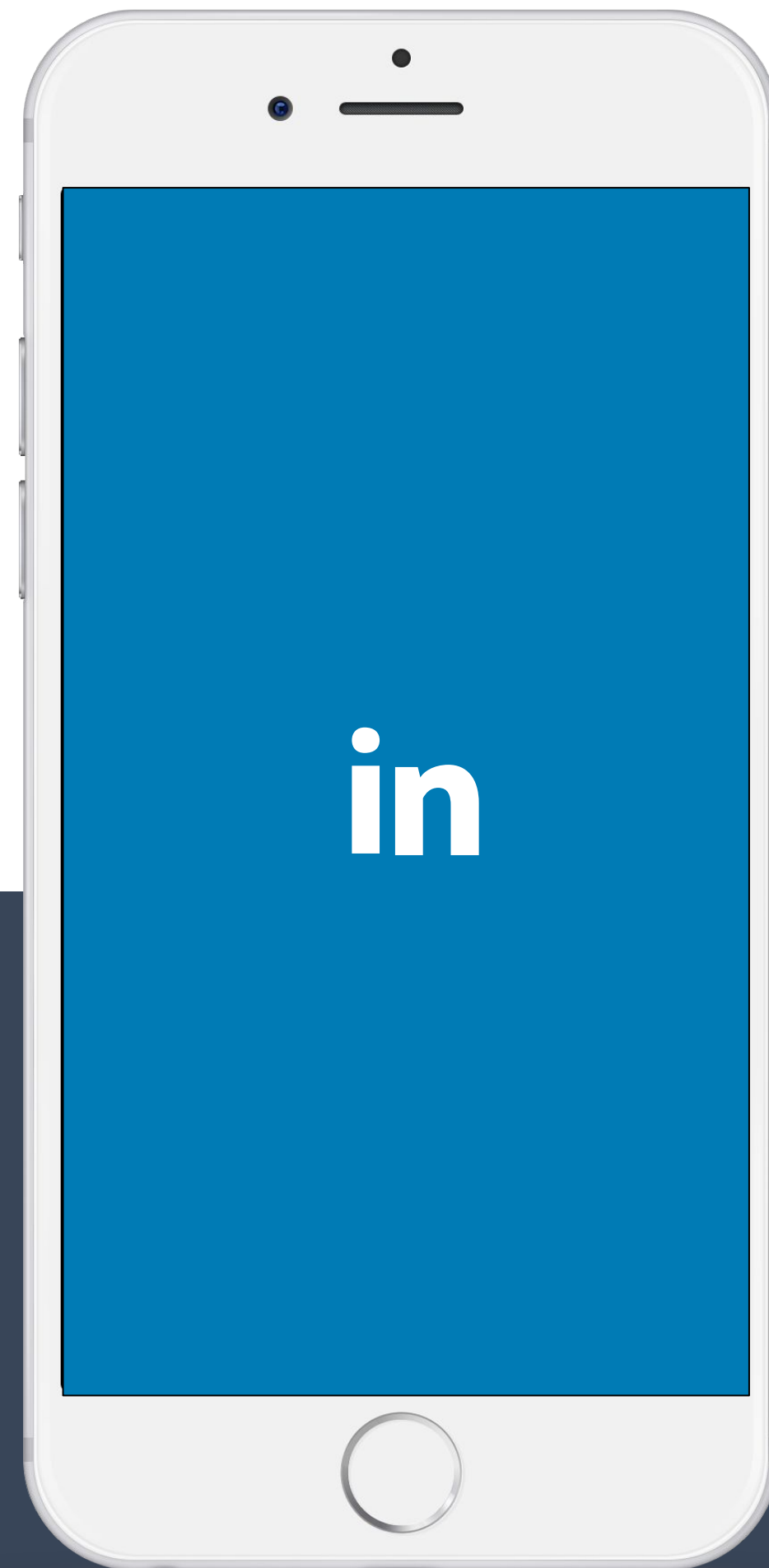
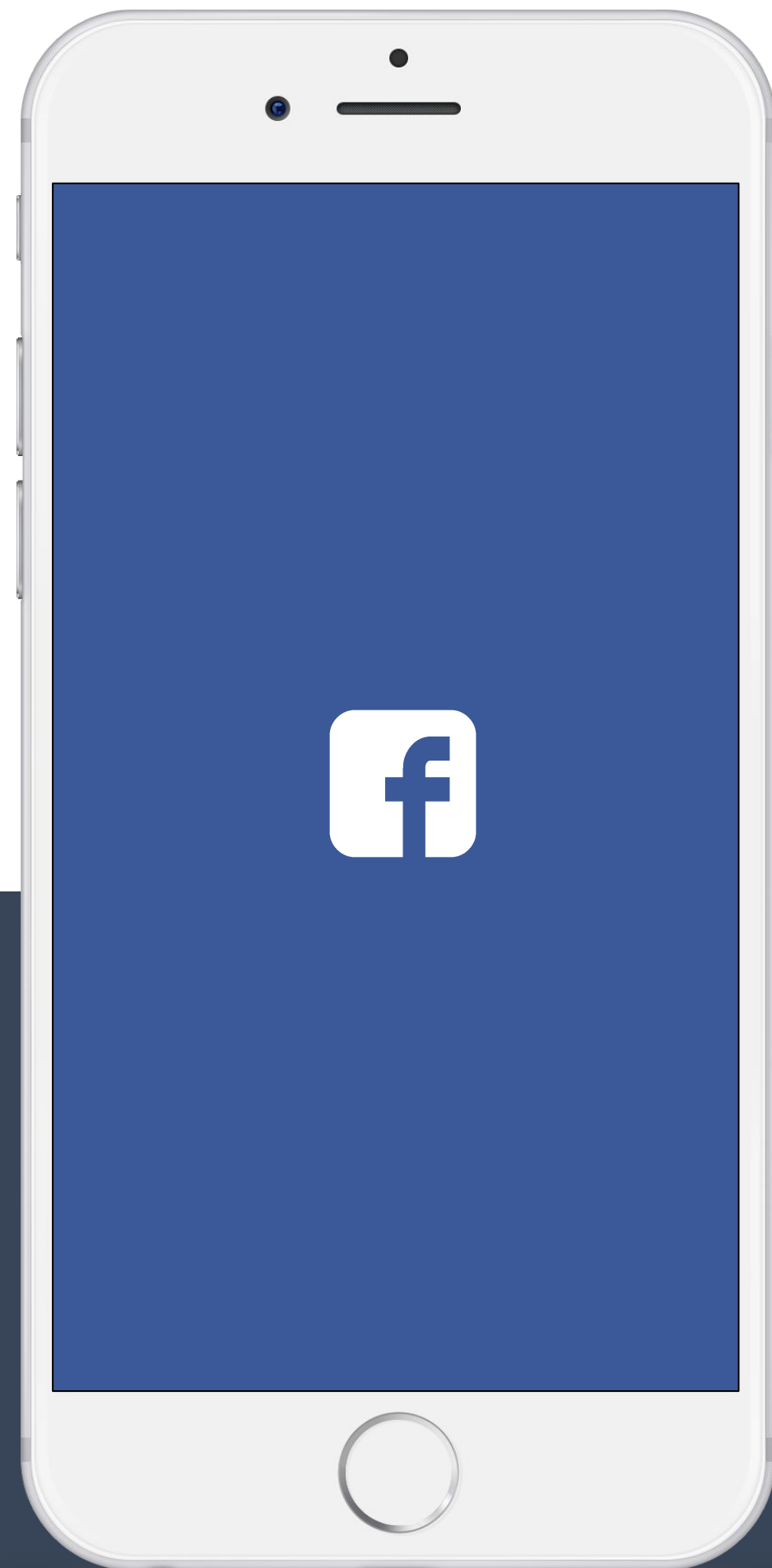
**Conversation  
is KING**



 ***This is a fun conversation.***



# THE BIG ONES







a  
{platform}  
is the  
least  
of your  
worries.



# WRITE THIS DOWN.



Build an  
“ideal employee profile”



# DO THIS:

Create a  
loose  
editorial  
calendar.





A close-up shot of a man with dark hair, wearing a light blue button-down shirt, holding a black mobile phone to his ear. He has a serious, intense expression. The background is blurred, showing what appears to be an office or industrial setting with some equipment. A white text box is overlaid in the top right corner.

Don't tell me.  
**SHOW** me.

**SHOW ME THE MONEY!**



# Become a **social octopus**





**Stop** pretending & engage.  
It's not as hard as you  
think (or say).

See? These people are doing it  
and they don't have hair.







# HOW TO MANAGE?





**You need  
a role model**



# YOU NEED HELP.


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***I'm in!***