



**mhca's e-Newsletter**

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## Competing in the Talent Economy

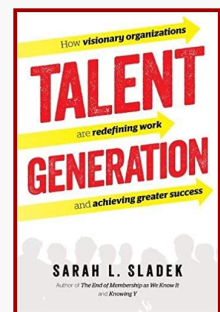
*A guest article from XYZ University CEO Sarah Sladek*

### ***How can we solve the current workforce crisis--and engage talent to a greater degree?***

The year was 2000. The startup had outgrown the garage, relocating to a nondescript building in an office park. Outside that building, on an asphalt parking lot, employees played roller hockey. The games were full contact. Employees wore pads and would come back inside drenched in sweat and sometimes bloodied and bruised.

Inside the building, the game was also tough. Yes, there was free food for employees and a massage therapist and brightly colored couches everywhere. The tough part was the company's founder, who would often provoke arguments with the staff over business and product decisions. He managed in a no-nonsense way, pushing his employees to develop their visions of future technologies.

A few years after the idea of ranking web pages by their inbound links came to Larry Page in a dream, the founder of Google wrote down his five rules for management. The list included the following rules:



- Don't get in the way if you're not adding value.
- Don't be a bureaucrat.
- Ideas are more important than age. Just because someone is junior doesn't mean they don't deserve respect and cooperation.

Somewhere at the tail end of the 20th century—perhaps right in that asphalt parking lot where the first Googlers played roller hockey—a radical change occurred: the realization that young people have valuable skills and talent to offer and you could write your own rules for management. Prior to this shift, work was a job, leadership was the equivalent of power, and the prioritization of talent didn't really exist.

In addition to the economic shift, a demographic shift also occurred. In 2015, Millennials (ages 22-35 in 2017) became the workforce majority. This transition marked the largest shift in human capital in history; for the first time in 34 years the Baby Boomers weren't the workforce majority.

Together, these massive shifts have caused big problems for many companies. Employee turnover is costing U.S. companies an estimated \$30.5 billion per year, according to Gallup. Clearly, the values and needs of this generation aren't aligning with their employee experiences.

Is there a resolution to this problem? Yes.

I mentioned Larry Page's rules for management. Employees have always been drawn to Google because working there means something more than "just" working for an internet service and product company. Google was built on the premise that people want meaningful work, knowledge of what's happening in their environment, and the opportunity to shape that environment.

Google embodies the two trademarks of a 21st century organization: People First and Future-Focused.

Companies that put people first value people more than anything—even profits. Companies that are future-focused are visionary, successfully predict and plan for change, and give younger generations an influential role in the development of the organization.

For several years I researched many of the nation's most successful organizations for the content of my latest book, *Talent Generation*, and the People First, Future-Focused traits are shared among all of them. These entities aren't struggling to recruit and retain talent, and they are thriving in this era of disruption.

There are many companies out there grappling with recruitment and retention, but research proves it's not due to a lack of workers. More often, it's due to an organization's inability to adapt.

Simply put, a 20th century-managed organization will struggle to retain a 21st century-raised workforce. When leaders take the appropriate actions to value people and focus on the future, that's when success and relevance happens and turnover subsides.

We cannot become a nation that relies on others to manufacture, create, and innovate. We cannot resist change. We cannot be apathetic, thinking this will be someone else's problem to solve. We're responsible for the future, and we need to be diligent about building it. People first. Future Focused. That's how we'll solve the workforce crisis and engage talent.

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*Sarah Sladek is an author, speaker and consultant with proven strategies for helping organizations engage employees to improve performance and reduce turnover. She will be leading both a general session and a breakout session, **Six Strategies High-Performing Organizations Use to Engage Talent & Plan Their Futures**, during our 2019 Winter Conference & Annual Meeting in Clearwater Beach.*

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## Winter Conference & Annual Meeting in Clearwater Beach!



### Informative Sessions

In our general sessions, we'll examine the major growth areas of the Metaspace Economy, hear how some **mhca** members have taken innovative ideas and developed them into marketable products, and discuss how you can replicate and scale some real-world, field-based successes for improving care and driving value-based or higher-rate reimbursement.

[See the Full Agenda](#)



## Valuable Connections

All conference attendees and their traveling companions are invited to join us for nightly receptions, sponsored by Valant, Genoa Healthcare and MHRRG/Negley. Take advantage of these opportunities to connect with your peers and learn something new.

[Read More](#)



## Rest & Relaxation

Clearwater Beach boasts one of the top 10 beaches in the world. It's the perfect place to take a morning run or an evening stroll. The Opal Sands Resort also features a full-service spa with a tantalizing menu of treatments and salon services designed to leave you feeling revitalized from head to toe.

[Read More](#)



## More Upcoming Conferences

Check out the dates and locations of our other 2019 quarterly conferences.

[Read More](#)

We'd love to hear about what's going on at your organization. If you are interested in submitting an article or advertisement for publication in this monthly e-newsletter, contact Lonnie Parizek at [lparizek@mhca.com](mailto:lparizek@mhca.com).

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