



One Page Talent Management: Eliminating Complexity, Adding Value

By Marc Effron, Miriam Ort

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One Page Talent Management: Eliminating Complexity, Adding Value By Marc Effron, Miriam Ort

A Revolutionary Approach to Talent Management

You know that winning in today's marketplace requires top quality talent. You also know what it takes to build that talent—and you spend significant financial and human resources to make it happen. Yet somehow, your company's beautifully designed and well-benchmarked processes don't translate into the bottom-line talent depth you need. Why?

Talent management experts Marc Effron and Miriam Ort argue that companies unwittingly add layers of complexity to their talent building models—without evaluating whether those components add any value to the overall process. Consequently, simple processes like setting employee performance goals become multi-page, headache-inducing time-wasters that turn managers off to the whole process and fail to improve results.

In this revolutionary book, Effron and Ort introduce *One Page Talent Management (OPTM)*: a powerfully simple approach that significantly accelerates a company's ability to develop better leaders faster. The authors outline a straightforward, easy-to-use process for designing results-oriented OPTM processes: base every process on proven scientific research; eliminate complexity by including only those components that add real value to the process; and build transparency and accountability into every practice.

Based on extensive research and the authors' hands-on corporate and consulting experience with companies including Avon Products, Bank of America, and Philips, *One Page Talent Management* shows how to:

- Quickly identify high potential talent without complex assessments
- Increase the number of “ready now” successors for key roles
- Generate 360 feedback that accelerates change in the most critical behaviors
- Significantly reduce the time required for managers to implement talent processes

- Enforce accountability for growing talent through corporate culture, compensation, etc.

A radical new approach to growing talent, *One Page Talent Management* trades complexity and bureaucracy for simplicity and a relentless focus on adding value to create the high-quality talent you need—right now.

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Editorial Review

Review

"Of the new business books that came out in 2010, this one stands head and shoulders above the rest." - HR Professional

From the Back Cover

"Twenty years of adding bells and whistles to talent management have left many businesses with bloated processes that promise much yet deliver little. Effron and Ort set forth a simple yet powerful approach to drive results."

- Kevin Cox, Executive Vice President, Human Resources, American Express

"Research shows that effective talent management systems can help to create substantial shareholder wealth, yet designing and implementing them is a significant managerial challenge. This book delivers a research-based and practical approach."

- Mark Huselid, Professor HR Strategy, Rutgers University, and coauthor of *The HR Scorecard*, *The Workforce Scorecard*, and *The Differentiated Workforce*

"The OPTM processes will surely bring a smile to the face of the CEO who is asked about the role of HR in maximizing people potential. A must-read."

- P. V. Ramana Murthy, Vice President, Coca-Cola (India)

"In today's global economic environment, high-impact, game-changing talent practices are critical. *One Page Talent Management* hits the mark with a practical, targeted road map. This stuff works, and you will use it!"

- Mary Eckenrod, Vice President, Global Talent Management, RIM, and former Board Chair, Human Resource Planning Society

"The most practical and powerful book I have seen about talent management in the last ten years. I highly recommend it to any business leader or HR professional looking to really grow great talent and high-performing organizations today."

- Kevin D. Wilde, Vice President, Organization Effectiveness and Chief Learning Officer, General Mills, Inc.

"Most companies have complex, ineffective talent management processes that are a lot of work and of little value. One Page Talent Management will show you how to build talent faster and better than your competitors."

- Jim Shanley, Leadership Development Executive, Bank of America (retired)

"Effron and Ort provide a clear road map -- simplicity, accountability, and transparency -- to building the level of leadership that makes a company truly great."

- Keith Ferrazzi, bestselling author of *Who's Got Your Back* and *Never Eat Alone*

"The most practical and useful book in this field! It provides straightforward, proven approaches that actually

work in the real world."

- Marshall Goldsmith, bestselling author of *Mojo* and *What Got You Here Won't Get You There*

About the Author

Marc Effron helps companies build better talent, faster.

As President of The Talent Strategy Group, Marc helps some of the world's largest and most successful companies improve the quality and depth of their talent. His consulting work focuses on creating clear talent strategies and on detailed talent management process design, all using the *One Page Talent Management* approach emphasizing Simplicity, Accountability and Transparency. With both consulting and corporate talent management experience, Marc brings a highly practical, broadly informed perspective to his client work.

Marc has coauthored two other books and numerous chapters in talent and leadership books. He is a sought after speaker and is frequently quoted in the business press. Marc founded the New Talent Management Network, which is now the world's largest network of talent management professionals.

Miriam Ort is Senior Manager, Human Resources for PepsiCo, and has authored articles in leading business publications.

Users Review

From reader reviews:

Joshua West:

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Andrew Thompson:

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Angela Latham:

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