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# Purpose and People



# THE UNCOMMON TALENT JOURNEY

## Attract

Are we clear on who we want?

## Elevate

Do our people grow into greater opportunities?

## Select

Are we selecting for culture fit?

## Equip

Do we equip leaders to build other leaders?

## Train

Are we teaching what matters most?

## Promote

Do we have a clear leadership profile and promotion process?

## Cultivate

How do we currently build trust and connection?

## Develop

Are we developing better employees or better people?



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# #1 attract

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*Are we clear on who we want?*

# #2 select

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Are we selecting for culture fit?

# #3 train

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*Are we teaching what matters most?*

# #4 cultivate

---

How do we currently build trust  
and connection?

# #5 develop

---

*Are we developing better employees or better people?*

# #6 promote

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Do we have a clear leadership profile and promotion process?

# #7 Equip

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*Do we equip leaders to build other leaders?*

# #8 elevate

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Do our people grow into greater opportunities?

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