

# Top 5 Areas to Focus on to Win the War for Talent

People are the keys to success for your nonprofit organization today. Nonprofits face more Talent Management challenges than any other industry. You need staff and volunteers who understand the values of your cause, nurture your donor relationships, and whom you can trust to drive your mission to new heights. It takes great people to help people. Your nonprofit's Talent Management strategy is vital to ensuring your organization's mission success.

## 1. Develop or Refine your Talent Management Strategy

A recent survey revealed that 75% of nonprofits don't have a talent management strategy. It's imperative that nonprofits define their talent strategy, so it aligns their mission and talent-focused outcomes to attract, motivate and retain employees. The place to start is with your Talent Acquisition plan.

## 2. Utilize Talent Insights

Using data obtained from your HR processes will help you identify and analyze trends that determine if you are achieving your strategic talent goals. Insights are critical as they drive impactful Talent Management and bottom-line decisions.

## 3. Expand your Talent Pool

Attracting and hiring top talent and volunteers is very difficult today. Nonprofits must be proactive and creative to build a talent pool. Having a strong talent pool gives you a significant competitive hiring advantage.

## 4. Improve your Talent Experience

Create a positive and responsive experience for job applicants and candidates. This impacts your organization now and in the future. This starts with your talent branding and perception, then applicant experience, onboarding, engagement, growth, off-boarding, and post-employment.

## 5. Grow your Talent

Build a culture of learning by developing a clear training and professional development plan to elevate employee knowledge and engagement. This will contribute to higher levels of performance, increased retention, and in achieving the success of your mission. Begin this process early during onboarding.

[See back for next steps](#)

# Next Steps

1. Learn more about each of these topics in the recorded webinar
2. Get the Guide—Top 5 Areas Nonprofit Executives Need to Focus on to Win the War for Talent
3. Schedule a talent assessment

Get all of these materials here:  
[go.visibilitysoftware.com/nonprofit](http://go.visibilitysoftware.com/nonprofit)

## About Us

We've spent 20+ years helping nonprofits like yours improve recruiting, onboarding, and training management outcomes through process engineering combined with great HR tech. If you are ready to learn more about what Visibility Software can do to help you win the nonprofit Talent Management war, let's chat.

Just a few nonprofits we've helped:

 Child Care  
associates

 SalusCare  
Behavioral Healthcare for All

 CommunityAction

 CHEROKEE INDIAN  
HOSPITAL AUTHORITY

 The Arc  
of Spokane

 CHC Community  
Health Center  
OF SNOHOMISH COUNTY

 Upper Great Lakes  
Family Health Center

 Palmetto  
Goodwill