



WorkBetterNow

The 25-Year Talent Shift:

HOW THE SMARTEST BUSINESS
OWNERS ARE WINNING

———— **WORKBOOK** ————

workbetternow.com

SECTION 01

Talent Crisis & Business Impact

How is the talent crisis affecting my business?

	Yes	No	Maybe
Diminished productivity	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Frustrated and overworked staff	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Unrealized growth potential	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Poor customer experience	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Increased costs	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

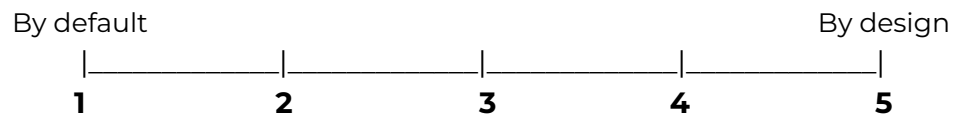
Additional Notes

Section 02

Culture & Retention Assessment

Where can we improve our employee retention and company culture?

To what extent is our company culture by design or default?

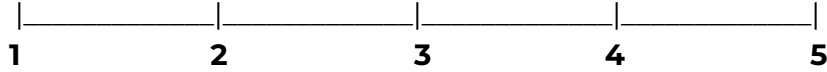


Ideas on how to improve

To what extent are our company values being practiced?

Not practiced at all/
No written values

Practiced
every day

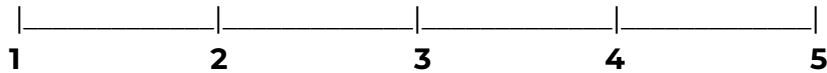


Ideas on how to improve

How competitive is my top people's compensation?

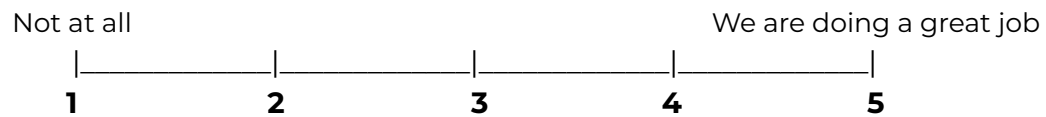
Not competitive at all

Highly competitive



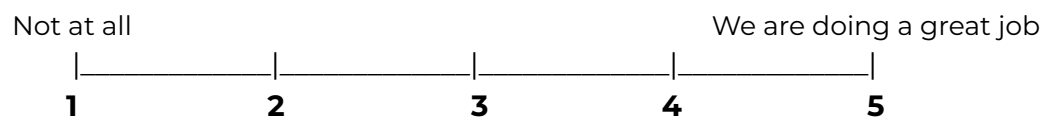
Ideas on how to improve

Is there an opportunity to provide better upskilling and career opportunities at my company?



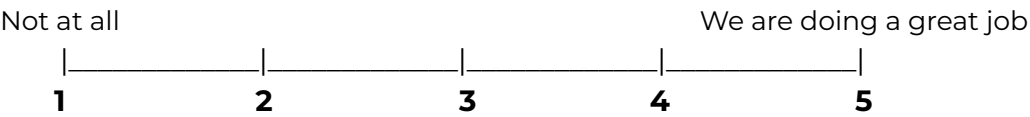
Ideas on how to improve:

Are we recognizing and rewarding our people?



Ideas on how to improve:

To what extent are we tolerating bad apples or poor performers?

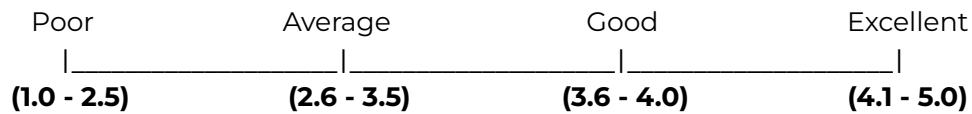


Actions Needed

Section 03

Employer Brand & Recruitment Process Assessment

What is our company's Glassdoor score?

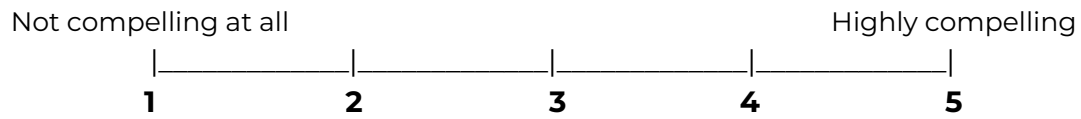


How efficient and user-friendly is our recruiting process (including cycle time)?



Ideas on how to improve

How compelling is our remote work policy?

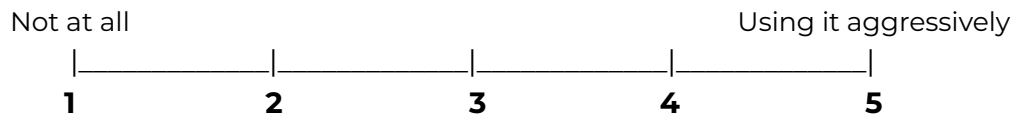


Ideas on how to improve

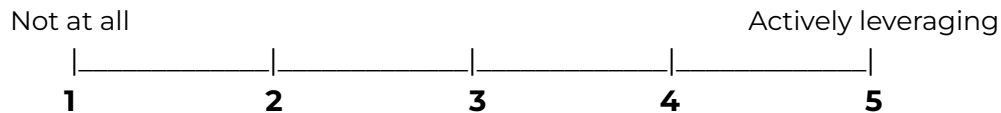
Section 04

AI & Automation Assessment

How aggressively are we using automation in our business?



To what extent is our team leveraging AI?



Additional ideas

Section 05

Identifying Opportunities for Overseas Talent

In which departments could our company leverage overseas talent?

- ☐ Sales
- ☐ Marketing
- ☐ Finance
- ☐ Customer Service
- ☐ Operations
- ☐ Other

Additional Ideas

Unique Abilities Focus & Delegation Assessment

Does the owner of our company have an executive assistant?

- ☐ Yes
- ☐ No, the owner acts as their own assistant

What tasks are you/the business owner currently performing that are not the highest and best use of your/their time?

1.

2.

3.

4.

5.

6.

7.

8.

9.

10.

For more information and resources, scan the following QR codes:



[Greattalentpodcast.com](https://greattalentpodcast.com)

For valuable insights on talent and business, be sure to listen to Rob Levin's podcast, Great Talent, Great Business.



[Workbetternow.com](https://workbetternow.com)

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