



# **Strengths-Based Recruitment and Development: A Practical Guide to Transforming Talent Management Strategy for Business Results**

*Sally Bibb*

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**Strengths-Based Recruitment and Development** explains how and why strengths-based recruitment (SBR) is having a transformational impact on performance in top companies like Saga, Gap, Starbucks and SABMiller. By shifting the focus from what people can do (competency-based recruitment) to what they naturally enjoy doing, or SBR, these companies have reported results which include a 50% drop in staff turnover, 20% increase in productivity and a 12% increase in customer satisfaction within a matter of months. It is no wonder that organizations in many sectors are adopting this new and powerful approach to improve performance, customer satisfaction and competitive edge.

**Strengths-Based Recruitment and Development** includes case studies and interviews with executive board level leaders. These provide rare insight into how they implemented strengths approaches in their organizations to improve the bottom line and performance. The book shows how strengths-based talent management goes beyond simply recruiting the right people to creating a strategy and culture that has a transformational effect on organisational culture and results. **Strengths-Based Recruitment and Development** will be the go-to book on strengths-based talent management for HR professionals and managers.

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