



**DAYS**  
Empowering people

# Setting up Talent Acquisition for Success

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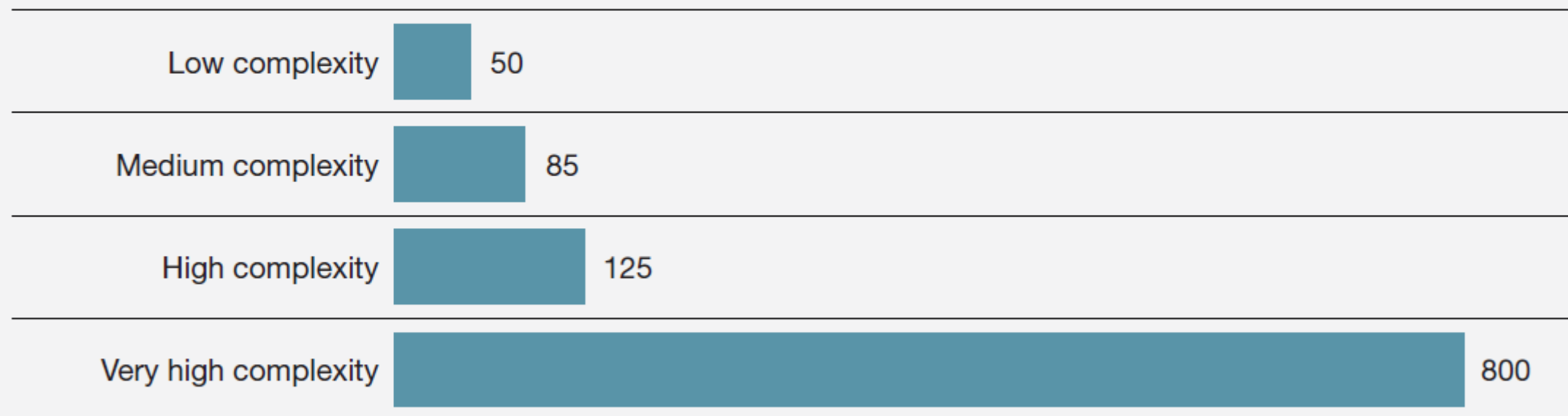
Group Head of Talent Acquisition &  
Identification, Coca Cola Hellenic

# Successful Talent Acquisition starts with differentiation...

80:20

**The relationship between quality of talent and business performance is dramatic.**

Productivity gap between average performers and high performers, by job complexity, %



Source: "McKinsey Global Survey: War for Talent 2000," refreshed in 2012



# Overinvest in the areas that matter

- Divert your resources disproportionately
- Identify, map and continuously engage with your Talent Communities
- Storyline your value proposition and customize it



# Empower your team to create strategic impact

- Incentivize Knowledge & Capability building
- Create the right environment
- Provide the right resources
- Flywheel effect

