
Book Review

Reviewed by Arpita Mehta

Email: amehta0108@gmail.com

Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best

by: Roberta Chinsky Matuson

Published 2013

by Nicholas Brealey Publishing

3-5 Spafield Street, Clerkenwell, London EC1R 4QB, UK, 264pp

ISBN-10: 1857885988

ISBN-13: 978-1857885989

In *Talent Magnetism: How to Build a Workplace That Attracts and Keeps the Best*, authored by Roberta Chinsky Matuson presents a previously unexamined account of the relationship between traditional talent management and the continuous modern strategic engagement based learning process involved – taking diversified learning from the corporate world activities to the common market including workplace engagement. This book is an original primer on how successful a HR philosopher learns to think strategically and how successful magnetic leaders he or she can be. It helps in HR thinking from traditional planning which describes the influence of traditional learning, culture, streamlines the roles of rationality, intuition, and identifies key attraction laws for learning to think strategically for being a successful talent manager for any organisation. It asserts that learning is the critical link to strategic thinking and talent management. Talent management is a conversion process that can transform thinking strategically into a sustainable competitive advantage and competitive intelligence for any successful organisation. It is a book which emphasis on future of HR, value of human being. Importance of attraction, CRM, employment brand, learning, learning agility, media planning, donut hole principle, game of life, first impressions, employee value, diversity, Skype, organisational clarity ,magnetic leaders, Yahoo, YouTube, etc. have been highlighted in this book.

This interactive book highlights the importance of various HR concepts and strategies in managing employees' talent in a better way such as the role of social engagement, employee engagement, customer engagement along with the team management and experience management. It also emphasises on employee intelligence, employer responsibility, employee education, employees knowledge and employees skills. Employment brand innovation culture, brand identity and messaging are an integral part of employee and workplace engagement. Relationship strategy, social philosophy, web properties, reporting patterns, organisation's long-term and short-term agenda, media planning and market industry relationship are few important factors that are very essential when it comes to modern talent management style. According to this book, new employees are very much concerned with stakeholders' management, social media,

priority management, integrated communication, employee orientations, cause marketing, corporate social responsibility, content management, work life balance, quality of life, Emotional intelligence, going green, continuous research, and investment in people, entertainment trends, the donut principle and in community service.

The book is organised in very scientific and systematic manner with an understandable language which shows author's rich experience and knowledge in the field. Sequential presentation of contents, list of figures, list of tables, list of abbreviations, list of photographs, proper indexing and complete notes helps to readers for better understanding and future reading. It links the strategic thinking with continuous employee communication, employee knowledge management and employee engagement art. It emphasis on change management, efficient and effective decision making along with the workplace diversity to support successful strategic talent management by learning and doing in everyday living. It promote self-analysis and self-understanding too. It is a business guide book to deal with intuition and smooth thought process for powerful lateral thinking and learning. Attributes identification, law of attraction and analysis helps in personality development and strategic decision making as it deals with talent management too. A comprehensive list of suggestions based on the author's experience and learning may help all stakeholders in efficient and effective strategic talent management.

This book talks about something for everyone. This book is a complete solution to learn strategic talent management:

- It helps to learn with the help of experience and reasoning.
- It promotes critical analysis approach.
- It presents systematic analysis and development of traditional talent management.
- This book helps in self-actualisation as it promotes learning and brain storming for strategic thinking.
- It has tips for individuals and organisations both.
- It is a comprehensive book to formulate, implement and evaluate the talent strategy from the engagement point of view.
- It gives opportunity to learn from various opportunities.
- It promotes overall development of the system rather than development of a single unit.
- It helps in integration of the system and smooth coordination and cooperation of the limited resources.
- It promotes informal learning process requires for strategic thinking process for efficient and effective talent management.

A list of references along with a conclusion helps to identify various top points and their relative importance in the organisations 'employees are evangelists' section is very useful to address the importance of common traits of exceptional workplaces, employee engagement and customer sickness, and five myths that helps you to understand the concept in simplest way. The chapter creating a magnetic employment brand is a very good effort to explore what a leader should have in his or her knowledge to explore and

experience the employee-employer branding, social media. Innovation and creativity plays an important role in leader personality and behaviour that can be understood with the help of chapter six. Chapter seven highlights the importance of creating a magnetic interviewing process that yields results. The selecting for success helps to understand the employee and talent from behaviour point of view. Common selection mistakes and rule of attraction helps readers to link the concept with real life situation. 'Retention matter' chapter helps to link the employee roles with their talent pool; it helps to understand employee turnover, employee retention and future shock. Warning signs, you may be losing your magnetic touch chapter deals with employee quietness, employee retention self-assessment, employee morale and employee thinking. This is a book about soft landing, releasing employees who are tethered to the organisation, market leadership, experience management, exception management.

Key attraction of the book:

- conversational writing style
- informative business guide book
- blueprint for human capital strategy
- collection of best business practice
- real life case studies and examples.

This book presents a good example of employee learning application. It shows fundamental elements of employee learning for strategic talent management. It gives more importance to critical dialogue and inquiry. It also gives important to socialisation and engagement for better engagement and better attraction. It promotes flexible strategic engagement thinking along with the informal work environment based on the in formal learning process.

This book may give following criteria to think for readers:

- continuous learning and self-analysis
- food for thought and career planning
- intellectual joy and reputation management
- mutual benefits and job analysis
- quality decision making and personality management
- reading satisfaction along with the workplace planning
- retune on time and brainstorming
- return on investment and law of attraction
- self-actualisation and retirement planning
- strategic thinking and myths management
- value addition for talent pooling
- employee and workplace engagement.

This is a good book based on the author's consultancy and real time experience. This book is based on the author's continuous learning, research and consultancy based knowledge and information. This is a book about talent management strategy, workplace engagement practice, organisational thinking, employees-analysis and overall firm success which can be useful for the following category of reader:

- chief HR officers/aspiring HR head
- entrepreneurs
- executives
- government leaders
- graduate students
- leaders
- internal and external consultants
- policy makers
- professors
- research scholar
- senior line manager.

The experiences of the author are really a valuable source of information for all those who are new to this field and also for those who are already in the field. This is a book based on a successful consultant's experience, knowledge, skills and expectations. Readers can learn a lot from this valuable book. It is a book based on continuous market demand and expectation from CEOs. It may help in developing a bridge between traditional and modern talent management field. It may help to future CEOs in efficient and effective decision-making process too. This book is a great platform for cultural transformation and learning transition process. It can serve as a guidebook for the next generation of the CEOs and HR professionals.