

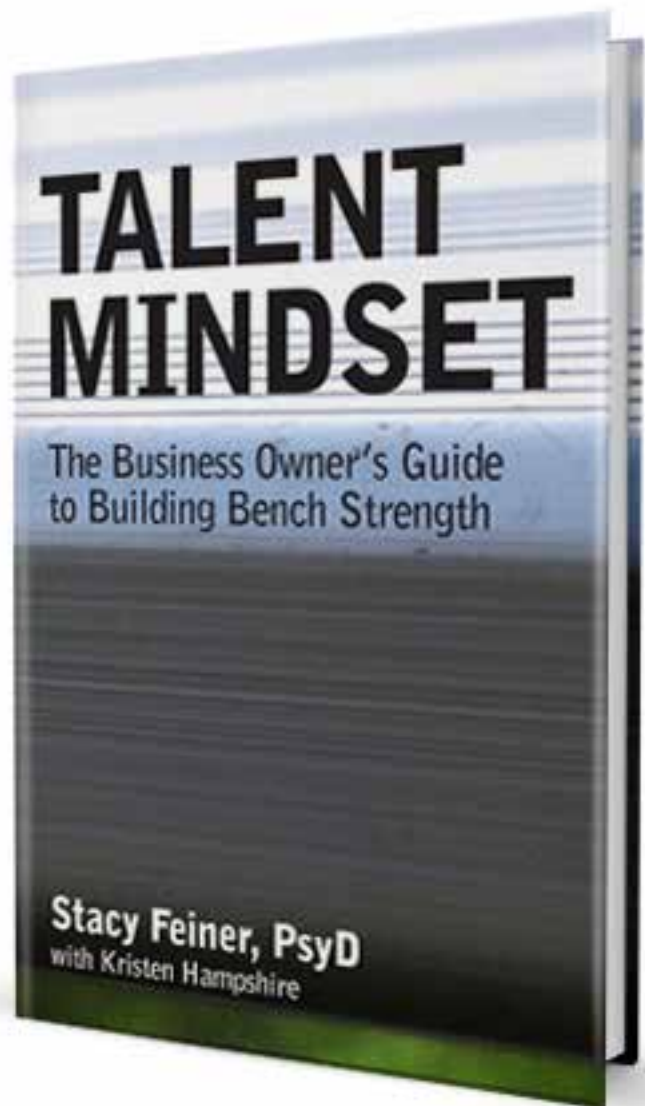
# PRESS KIT

RESOURCES AND INFORMATION FOR *TALENT MINDSET*  
BY STACY FEINER, PsyD.

***TALENT MINDSET:  
The Business Owner's Guide  
to Building Bench Strength***

By Stacy Feiner, PsyD

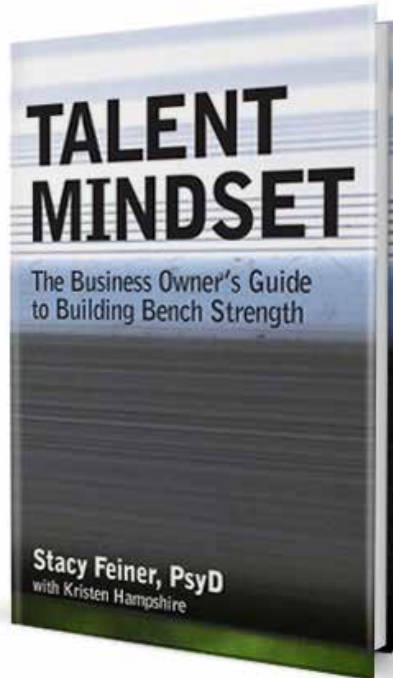
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## ***TALENT MINDSET: The Business Owner's Guide to Building Bench Strength***

By Stacy Feiner, PsyD

One of the biggest challenges business owners face is managing talent. Attracting the best talent and retaining top talent is integral to success – but it's also a major struggle. In ***TALENT MINDSET: The Business Owner's Guide to Building Bench Strength***, Dr. Stacy Feiner gives business owners the tools they need to solve the people problems all companies face. Feiner brings psychological strategies to business owners that help them improve their performance, advance their organizations, and achieve the success they want and deserve throughout the course of the book. Learn how to clear the way to drive strategy, grow profitability and eventually transition leadership. “Fill the holes and gaps, and refine and perfect the capabilities in your talent management processes.” Dr. Feiner’s Strategic Talent Management process is a system that builds bench strength in middle-market businesses and positions that talent to deliver on strategic goals.

Dr. Feiner warns that the costs of poor talent processes are staggering: “A bad hire can cost up to 10 times salary; ready performers lacking clear goals and objectives perform to only 60 percent of their potential; and failing to have a succession plan can cost you your company.” However, in response to these statistics, Dr. Feiner has designed a system specifically, for middle market business owners that helps them realize their ability to engage a talented team of people who drive strategic expectations. When an organization prioritizes Strategic Talent Management, builds bench-strength and goes to market with a high-performing team, it will:

- Increase profitability
- Attract top talent
- Create an environment for people to do their best work
- Bring value to the community

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- Broaden transition options: keep the wealth engine in the family or owned by the employees
- Realize that a leadership philosophy is necessary for executing talent management successfully

“Know your people as well as you know your numbers,” Dr. Feiner says, adding that when leaders take talent issues head on, people become the company’s greatest competitive advantage. Leading talent with a system that sets high standards is the difference between growing the business and losing value in an uncompromising economy.

“Strategic Talent Management is critical at all stages of growth,” Dr. Feiner explains. “The good news is a single solution solves three problems. When you implement Strategic Talent Management, you reduce costs, increase productivity and gain a competitive advantage.”

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# ABOUT THE AUTHOR

STACY FEINER, PsyD

Dr. Stacy Feiner is an executive coach for the middle market. Stacy brings psychological strategies to business owners helping them improve their performance, advance their organizations, and achieve the success they want and deserve. Stacy's methodology addresses complex dynamics within owner-operated companies, family businesses, management teams and boards. She helps her clients solve people problems, clearing the way for driving strategy, growing profitability, and eventually transitioning to the next generation. Stacy is a licensed psychologist. She earned her doctorate in clinical psychology from the Illinois School for Professional Psychology, an MS from Northeastern University, and BA from Hobart & William Smith Colleges. Stacy is a coach, author and national speaker.



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# QUESTIONS & ANSWERS

WITH STACY FEINER, PsyD

## **IN TALENT MINDSET, YOU SAY “KNOWING YOUR TALENT IS AS IMPORTANT AS KNOWING YOUR NUMBERS.” WHY IS IT SO IMPORTANT?**

The people you surround yourself with in your organization make or break your success. No one succeeds alone. The individuals you hire, promote and entrust with critical information—the professionals you expect to execute your company mission—are your greatest competitive advantage, or the biggest drag. They’re the champions for your company or a substantial drain on time, money, resources and potential.

## **WHAT IS THE NEED THAT THIS BOOK FULFILLS?**

This book is your field guide to Strategic Talent Management, a platform with nine Centers of Excellence that will help you analyze, understand and implement organizational improvements surrounding your people. Strategic Talent Management puts you in the ready position to enhance value, optimize talent, prepare for growth, posture for sale, or transition to the next generation.

## **WHAT EXACTLY IS STRATEGIC TALENT MANAGEMENT?**

Strategic Talent Management gives you the know-how, intelligence and control to leverage your people. You can recruit top talent, train and develop the best players, and ready your talent for any new challenges that lay around the corner. It gives you agility to deploy top talent. By working this system, you can readily take hold of leading your company toward peak performance.

With the right mindset people on your team, and the right equipment (talent management) to steer them toward a win, the only variables should be external conditions. Strategic Talent Management prepares you for those x-factors because you’ll have the team in place to compete in any environment.

# QUESTIONS & ANSWERS

WITH STACY FEINER, PsyD

## **WHAT ARE THE DIRECT BENEFITS OF STRATEGIC TALENT MANAGEMENT THAT YOU CAN POINT TO?**

When an organization prioritizes Strategic Talent Management, builds bench-strength and goes to market with a high-performing team, it will: increase profitability, attract top talent, create an environment for people to do their best work, bring value to the community, broaden transition options, keep the wealth engine in the family or owned by the employees and realize that its leadership philosophy is powerful and execute it successfully.

## **TELL US HOW STRATEGIC TALENT MANAGEMENT WORKS.**

With Strategic Talent Management, you start where you are and address your greatest “people pain.” Many owners begin this journey by identifying a single problem (such as recruiting), then a trend is spotted. Perhaps the business repeatedly recruits and hires people who fail the organization after six months.

Working through the nine Centers of Excellence, you’ll prioritize what competencies require the greatest attention immediately. Then, you’ll work through the Strategic Talent Management continuum. The framework is fundamental, while the processes are designed to suit your company’s human capital needs; and you’ll draw from the framework provided in this book to support a new way of thinking about Strategic Talent Management in your company.

# ADVANCED PRAISE

## WHAT PEOPLE ARE SAYING ABOUT *TALENT MINDSET*

“If your organization lacks a viable talent pipeline, it’s simply not equipped to compete in today’s dynamic economy. Feiner’s gives you an entire platform that will forever change the way you assess your talent inventory, determine what’s missing, and fill those spaces with A performers. Excellent!”

—**Marshall Goldsmith**, bestselling author of *What Got You Here Won’t Get You There*, and *Mojo*.

“Business owners must stay connected to their employees and be ‘all in’ to coach them to success. Inspires us to up our game. Great read!”

—**Katey Stone**, head coach, 2014 U.S. Olympic Women’s Ice Hockey Team

“You must read this book with a highlighter in hand so you can implement right away. Should be required reading for MBA students, and for sure executive MBA programs.”

—**J. David Heller**, co-founder and president, The NRP Group

“This system put my company on the path to success in a way I never thought possible. In fact, I previously believed that talent acquisition and management was the single biggest weakness. Now it is one of our key assets.”

—**Brad Sacks**, founder and CEO, More Than Gourmet

“Business success is all about having the right talent and getting them to pull together in the right direction. *Talent Mindset* speaks truthfully and directly to middle-market business owners with a step-by-step guide for accomplishing this. Feiner’s advice is compelling. Don’t wait. Read this book and get moving.”

—**David Pottruck**, Best-selling author of *Stacking the Deck: How to Lead Breakthrough Change Against Any Odds*

# ADVANCED PRAISE

## WHAT PEOPLE ARE SAYING ABOUT *TALENT MINDSET*

“*Talent Mindset* offers a powerful framework that bookends the critical drivers of talent management rightfully between strategy and culture. It belongs in the hands of business leaders who believe that people at all levels of the organization are the means for creating sustainable prosperity. And, in the hands of HR managers, who are in the position to facilitate effective talent-management. Resounding and memorable.”

—**Robert Widing**, Dean of the Weatherhead School of Management at Case Western Reserve University

“Stacy has created a thoughtful and strategic approach to talent management, one of the most critical and foundational systems in an organization. *Talent Mindset* is an accessible, step-by-step guide that gives business owners all of the tools to engage the talent in their organizations.”

—**Jodi Berg**, President and CEO, Vitamix Corporation

“In today’s economy, we need to make every day and every employee count. *Talent Mindset* focuses us on how to be successful leading people, while untangling us from all of the misconceptions and failed attempts of the past.”

—**A. Ray Dalton**, Founder and president, Dalton Foundation

“*Talent Mindset* is the de facto playbook for getting your arms around the job of leading people. Middle-market business owners and senior management teams finally have a how-to guide for building a bench that is the company’s ultimate competitive advantage.”

—**John M. Deignan** President, Americhem



# ADVANCED PRAISE

WHAT PEOPLE ARE SAYING ABOUT *TALENT MINDSET*

“*Talent Mindset* gives owners the thought process and tools to build bench strength within their organization. Stacy provides a straightforward framework that can be adapted to any business at any stage of talent development.”

—**Rachel Wallis-Andreasson**, Executive vice president, Wallis Companies