



LINKCO's key questions/insights for businesses who survived 2020 and plan to thrive in 2021.

1. How do you nurture your talent? What is your company doing to encourage and grow resilient leadership in your organization?
Critical resilience factors are "Soft Skills". Studies and surveys are showing that "soft skills" help organizations thrive. These skills include: communication, ethics, curiosity, commitment to life-long learning, inherent business sense, flexibility, and the ability to be openminded and really listen to co-workers, supervisors and clients are critical in 2021.
2. What is your organizational identity and mission? Can a first-year staff member as well as a C-Suite Executive explain your mission succinctly in their own words including what uniquely and positively identifies your company both internally and public/client facing? What if you asked a client? What is unique and diverse about your organizational culture?
During the less frenetic moments heading toward the close of 2020 and Q1 of 2021 challenge yourself and your leadership to describe your organization's identity and mission in their own words. Maybe it's a company challenge encouraged during breaks from endless video meetings or calls? Consider starting with the more junior team members to come up with their aspirational "elevator pitches" with all ideas and presentations welcome! If nothing else it's a good team or company "bonding" experience.
3. Reality check: do you talk the talk and walk the walk? Are you a diverse organization that treats its employees well, pays well, and provides the technical training and modeling to upskill current talent? Is this what your employees will tell outsiders if discretely pressed to explain your organizational value proposition?
Retaining committed and great talent is of course more than a few great ideas on paper but it is highly cost effective. The technical skills that caused you to hire your superstars need to be nurtured and constantly upgraded alongside a sense of their value within your organization. Don't be caught off guard allowing a more agile, better paying, and forward-thinking company to hire away your talent.

Based in Southern California, LINKCO is an Executive Search and Consultancy serving top Middle Market CXO and upper management clients and candidates throughout the USA.

Contact LINKCO to learn more about the challenges and opportunities highlighted in this paper. Let us help you build a more resilient workforce ready for the future.

LINKCO is **BESPOKE, CURATED, TRANSPARENT**

Teri@linkco.net linkco.net

