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you need to move from having a rigid schedule or timeline for talent you hire someone they go through training or leadership development there are anniversaries through the year at which you review performance have a performance dialog and do 360s these activities need to happen the learning strategy seeks to support professional development and build capabilities across the company on time and in a cost effective manner in addition the learning strategy can enhance the company culture and encourage employees to live the company s values by building an effective talent development strategy your organization will experience many benefits increased competitiveness due to highly skilled and knowledgeable employees improved engagement levels leading to greater profitability better retention rates which reduces the burden of recruitment a strategy built on innovation and ongoing adaptation is a great way to gain a competitive advantage innovation is critical driving differentiation to secure a competitive advantage this involves introducing novel ideas products or processes that set your business apart from competitors determine the skills they need to build to perform their future jobs efficiently identify the resources materials and support that will enable them to reach their goals business development is the process of planning for future growth by identifying new opportunities forming partnerships and adding value to a company it involves understanding the target integrated strategic change how organizational development builds competitive advantage pearson organizational development series 1st edition published by ft press august 13 1995 1996 christopher g worley david e hitchin both of pepperdine university walter l ross covey leadership center strategy is the set of long term choices that an organization makes to from competitors strategy defines a company s distinctive approach to competing and the competitive advantages on which it will be based crafting a successful business development strategy starts with identifying your target audience focus on specific companies or clients that present significant

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