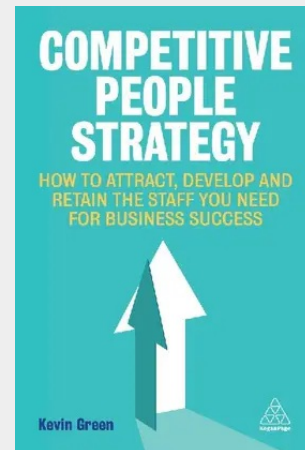


Competitive People Strategy

How to Attract, Develop and Retain the Staff You Need for Business Success

FINALIST: Business Book Awards 2020 - HR & Management Category In order to achieve sustainable competitive advantage, businesses need to unlock the skills, talent and capabilities of their people, both individually and collectively. While many business and leaders recognise this, they have until now lacked a strategic approach to achieving it. **Competitive People Strategy** is a comprehensive roadmap showing how businesses can connect their human potential to their bottom line, and provides step-by-step guidance on how to create, test and measure a differentiated people strategy. Featuring tips and checklists throughout, it explores the core building blocks of leadership and organizational culture, as well as employee experience and engagement. It also examines the roles of effective talent attraction and management, and how to lead change and transformation. Central to the book is the importance of moving HR from a support function to becoming a creator of value and driver of business success. Drawing upon insights from organizations including Royal Mail and Starbucks, as well as interviews with senior HR leaders, **Competitive People Strategy** is an essential guide to developing a people strategy which creates a purpose-driven culture, provides greater value to customers and achieves superior business results.

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