



**The Business Edge**  
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**May 1st 2013: Talent Management: How It Can Be a Real Competitive Advantage**

Whether you are about to make your first, fiftieth or five hundredth hire, attracting and selecting the right people will always be in the top three issues throughout your growth. Every new employee you bring in to the business either raises the competence of the organization as a whole (enabling you to grow and prosper) or lowers it (slowing the organization down and imperceptibly dragging it toward decline and failure). Today's program focuses on how to bring on the right people through the use of talent management functions such as recruiting, performance management, training and retention

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**Featured Guest**



**Jeffrey Fritzson**

Jeff is a corporate and entrepreneurial executive with over 30 years of combined experience focused on results in Sales, IT and HR. Combining these experiences has allowed Jeff to understand how to leverage technology and sales strategies internally to help turn workforces into strategic competitive advantages. While remaining people centric and results focused, Jeff created Workforce Biology which allows companies to match their talent management support structure to their employee lifecycle. In doing so he allows organizations to turn human resources, a typical cost center due to people challenges, into a profit center that provides services throughout the workforce focused on attracting,

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