

HCI Gov't Talent Summit **September 26–28, 2011**

The Reinvention of Government Talent Management in Crisis

Spending agreements, pay freezes, tax cuts, budget crises, hiring stops, smaller government: all this equals major talent management challenges for federal agencies. Additionally, in the 2011 State of the Union address, President Obama spoke a call to action; the U.S. must be number one again and this must start with every citizen, every business, and every agency. As RFK said and the President echoed: “That’s what Americans have done for the past 200 years; we’ve reinvented ourselves.”

The solution to all of these challenges isn’t possible without the right human capital. How can federal leaders and CHCO’s deliver more with less, and work smarter, faster and more efficiently? This year’s third annual HCI Government Talent Summit focuses on how talent management can address the issues of government and break across administrations and partisan lines to solutions.

Attracting & Retaining Talent:

Sixty percent of the workforce and 90% of senior leadership in government will be eligible to retire by 2015. With this shift in motion the importance of attracting and retaining Generation Y talent is imperative. This is a major shift in the overall workforce. The new workforce must be comprised of high potential employees that are motivated to learn. New and innovative recruiting strategies must include the use of New Media and targeted Employer Branding. With limited resources available as incentive for hiring and retention, agencies must master the ability of tapping into the individual's inherent feeling of a “higher purpose” and commitment to mission success.

- Branding government jobs as cool
- Instilling a sense of “Higher Purpose” in existing and new talent
- Building a deep pipeline of talent using new media
- Creating creative ways of rewarding and incenting the best talent

Managing the Multi Sector Workforce:

The Office of Management and Budget (OMB) Memorandum M-09-26, “Managing the Multi-Sector Workforce” mandated that government agencies must adopt a workforce planning model. In support of the goal to work smarter, more efficiently and faster and to do more with less, governments have been asked to review their use of private sector contractors and minimize their use in an effort to strengthen their internal workforce with training, development and strong

human capital planning. This includes the transfer of formal and informal knowledge from experienced to newer employees. Emphasis must also be made on creating a culture that fosters engagement and motivation. How can government Chief Human Capital Officers deliver on this order given environmental factors like administrative turnover, political will, and budget constraints?

- Managing workforce planning and the use of contractors
- Aligning training and development to strategic agency results
- Hiring reform and regulatory restrictions
- Reforming a de-motivated workforce

Gov 2.0, New Media & The Cloud:

Today's government practices are increasingly tied to technology systems that private organizations have also adopted. President Obama's Open Government Directive instructs all federal agencies to actively open their operations to the public by way of transparency, collaboration and participation. Gov 2.0 includes the use of New Media like social networks and the internet to effectively communicate internally and with the citizenry. Agencies have been asked to move all possible systems and practices to "the cloud" in an effort to reduce waste and increase productivity. The challenge is using technology that was built with the capacity of maximum exposure like Facebook and Twitter to attract, engage and communicate while being mindful of restrictions of use.

- Using Gov 2.0 to aid in communication, attraction and engagement
- Utilizing the cloud
- Incorporating New Media for internal and external communication and removal of agency to agency silos