



**The Talent Journey: the 55-Minute Guide to
Employee Communication, or How To Attract,
Develop and Retain People Across Strategy,
Values, Brand Engagement, Internal Marketing,
PR and Human Resources**

Kevin P Keohane

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About The Talent Journey It's 15 years since the Service-Profit Chain first demonstrated the causal link between employee engagement and business performance. Why, then, are so many organisations still so bad at doing it? Kevin Keohane, global head of Brand and Talent for MS&L (part of Publicis Groupe), argues that it's mainly a failure to join things up. The Talent Journey presents a whole systems approach to brand and employee engagement, looking at how organisations can better communicate with people before, during and after their association with the enterprise. Full of no-nonsense ideas and tips for getting it right (and how not to get it wrong!) it's a quick and deceptively simple guide to why internal communication is dead, but people communications is alive and well. About the 55-Minute Guide Series Far too many business books start with the false premise that offering meaningful insight requires exhaustive detail. They demand a huge investment from readers to wade through all the information provided and draw out what is relevant to them. In a rapidly changing, time-starved world, it's an approach that's getting wronger and wronger. What CEOs and other busy business people desperately need is high-level strategic insight delivered in quick, simple, easy-to-digest packages. Co-created by Kevin Keohane and Dan Gray, that's exactly what the 55-Minute Guides are designed to do. Instead of some 300-page pseudo-academic tome, they offer fresh perspectives and "must knows" on important topics that can be read from cover to cover in the course of a single morning's commute or a short plane ride. In short, they are the antidote to most business books. A quick read, not a long slog. Focused on big ideas, not technical detail. Promoting joined-up thinking, not functional bias. Written to empower the reader, not to make the author look clever. They're guided by the simple principle that insight gained per minute spent reading should be as high as possible. No fluff. No filler. No jargon. Just the things you really need to know, written in plain English with clear and simple illustrations.

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