

## **Strategic Questions from Professor Christopher Bartlett, Harvard Business School**

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1. A few years ago companies were in a recruiting environment described as “a war for talent.” What are the key issues facing managers as they seek superior talent for their organizations today? What recommendations would you make to companies to ensure that they are able to attract people who can become a source of competitive advantage for their organizations?
2. In the knowledge-based economy, converting individual expertise into embedded organizational knowledge and maintaining it through continuous learning is a vital task. What key recommendations would you make to companies attempting to build these important strategic capabilities in their organizations?
3. Employee engagement, motivation, and retention are key issues for all companies, but particularly for those that must develop and leverage intellectual capital. In an environment often described as “a free-agent market for talent,” what recommendations would you make to companies attempting to engage, motivate, and keep their best employees?