

## Attracting & Retaining Top Talent

One of the biggest challenges that firms face is attracting & retaining top talent. The career objectives for the up-and-coming workforce are different than the objectives of their leaders. In this keynote, Brendan discusses the employee lifecycle and keys to getting, growing and keeping top talent. Additionally, firms can develop strategies that make their positions compelling and encourage professionals to stay for development opportunities. Each participant completes a 10-point action plan.



**Keynote Speaker**  
**Brendan P. Keegan**

## Attracting & Retaining Top Talent

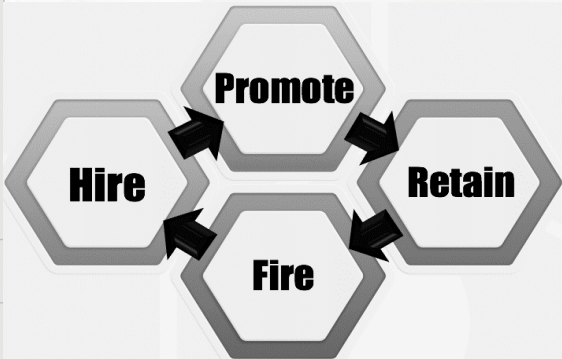
### Agenda

<b>1</b>	<b>Welcome &amp; Warmup</b>
<b>2</b>	<b>The Employee Lifecycle</b>
<b>3</b>	<b>12 Facts About Strategy, Companies &amp; Employees</b>
<b>4</b>	<b>Exercise 1 – Baseline Assessment</b>
<b>5</b>	<b>Developing Your Recruiting Strategy</b> <ul style="list-style-type: none"> <li>Building a Role Description</li> <li>Marketing Your Position</li> <li>Conducting Interviews &amp; Executing Searches</li> <li>Securing Top Talent &amp; Onboarding</li> </ul>
<b>6</b>	<b>Growing Your People</b> <ul style="list-style-type: none"> <li>Preparing Your People to be Successful from Day 1</li> <li>Investing in Your Resources &amp; Assets</li> <li>Creating Professional Development &amp; Career Plans</li> <li>Driving Mentorship &amp; Providing Learning Opportunities</li> </ul>
<b>7</b>	<b>Creating a Sticky Environment</b> <ul style="list-style-type: none"> <li>Building an Environment People Want to Come to</li> <li>Leveraging Unique Strategies for Benefits</li> <li>Creating a Performance-Based Culture</li> <li>Providing a Balance Between Management &amp; Autonomy</li> <li>Developing Team Culture &amp; Engagement</li> </ul>
<b>8</b>	<b>Exercise 2 – Talent 10-Point Action Plan</b>
<b>9</b>	<b>Wrap Up &amp; Call to Action</b>

- Chief Executive Officer, Merchants Fleet
- Managing Partner & Founder, velocityHUB
- 4-Time Industry Leading President & CEO
- Youngest CSO of Fortune 100 Company
- Led 50,000 People & 5,000 Sales Executives
- Raised \$2.0 Billion of Capital & Returned over \$4.0 Billion to Investors
- Led Sales & Growth of \$100 Billion & Sold \$3.2 Billion
- Trained 250,000 Leaders in 150 Countries
- Published Over 200 Articles Internationally



**Attracting & Retaining Top Talent**





**Brendan P. Keegan**  
**CEO, Merchants Fleet, Keynote Speaker**

Brendan P. Keegan serves as Chief Executive Officer [CEO] at Merchants Fleet. He joined the company in January 2018. Brendan has been involved with Merchants Fleet since 2009—as a client, board member, and strategic advisor. He is focused on transforming the company’s business model and creating a new industry known as FleetTech. Brendan’s innovative leadership has fueled the company’s strategic direction and been the driving force behind its industry-leading growth.

Brendan is a six-time, transformational President & CEO of companies ranging from 500 to over 10,000 employees located in nearly 150 countries in the technology and financial services sectors. Brendan also served as the Fortune 100’s youngest Chief Sales Officer for EDS, a \$22-billion technology industry leader. Brendan has raised nearly \$2.0 billion in capital and returned over \$4.0 billion to investors. He has trained over 250,000 leaders, led nearly 50,000 employees, and driven sales of over \$100 billion.

As an award-winning executive, Brendan was named a Distinguished Fellow by Dartmouth College, a Fast50 Executive by FastCompany, a successful entrepreneur by Enterprise Bank, a US Business Delegate to Africa, Best-of-the-Best CEOs by Incentive, 100 Fastest Growing Companies by PriceWaterhouseCoopers, Business of the Year by NH Business Journal, Top 10 Coach of the Year by USA Football, and Volunteer of the Year & Youth Coach of the Year locally for his commitment to community service.

Brendan has authored over one hundred articles on leadership, strategy, and technology, and he has been quoted in multiple publications, from the Wall Street Journal to Wired Magazine. He is a sought-after speaker at conferences in the financial services and technology industries and is a regular speaker at Harvard University, Brown University, Dartmouth College, Holy Cross, Middlebury College and Worcester Polytechnic Institute.

*“We brought Brendan in to deliver our keynote address at our International Sales Meeting. He did a great job and brought positive energy into the room, the team and the entire conference. Brendan’s training materials were good and gave each of us a lot to think about. Particularly old timers like me.” General Manager, Amphenol*

*“Brendan Keegan is a dynamic speaker who understands the unique nuances of a growing firm like The Bulfinch Group. He knows how to inspire associates to achieve their goals and aspirations. His insights were extremely well received by our firm. All in attendance felt he brought amazing energy, excitement, and valuable content to his presentation.” Seth Medalie, President, The Bullfinch Group*