“Take It From the Top,” say leading voices from the state of Michigan

*Site Selection Magazine’s white paper explores the relationship between talent attraction, higher education, and regional cultures in Michigan.*

ATLANTA (PRWEB) October 11, 2019 -- A white paper published by Site Selection Magazine in 2019, entitled “Michigan Talent – Take It From The Top,” finds that with record low unemployment and a tight labor market, culture plays an increasingly significant role in corporate talent attraction and retention in Michigan.

In the never-ending war for talent, companies and locations compete furiously to attract and retain the best possible people they can find. The landscape is constantly changing, and it's increasingly becoming more challenging to recruit top talent. With a strong job market, employees prefer companies and locations with good cultures, competitive pay and advancement opportunities.

Technology companies understand this better than most-- they aren't just looking for people; they're looking for the best people. Technology is replacing bodies, which means that organizations are looking for something more. The war for talent isn't just about attracting potential employees, but also keeping existing ones.

The spring 2019 Michigan Future Business Index surveyed leaders at 411 small to medium-sized businesses in the state asking them to name their top three challenges in the coming year. Acquiring talent was No. 1 (45.5%), with retaining talent a close third (after the cost of health insurance) at 25.3%.

One of the key findings of the research reveals that the responsibility for creating a great culture does not rest solely with private business. As noted by Dakota Pawlicki, Strategy Officer for Community Mobilization, Lumina Foundation, “…where the rubber meets the road is really that intersection between the private, the public, and the social sector. That's where real placemaking actually happens.”

The white paper set out to define the unique cultures in the regions of Michigan as well as the relationship between communities and the public and private sectors.

In addition to the dozens of interviews from leaders across the state, the white paper also covers the following topics:

- Talent Hubs
- Michigan University Presidents: Three Things That Distinguish My University's Region
- Milken's Performance Snapshot

The full white paper can be downloaded for free at: [http://mich-talent.site](http://mich-talent.site)

About Site Selection Magazine:
Site Selection magazine, published by Conway Inc., delivers expansion planning information to 47,000 executives of fast-growing firms. The senior publication in the development field, Site Selection and its affiliated e-newsletters are also available via Site Selection Online. Headquartered in Atlanta, Ga., Conway since 1954 has been a trusted advisor to corporations, government economic development and investment promotion agencies around the world. In addition to also operating a Custom Publishing Division, Conway owns and manages Conway Events; consultancy Conway Advisory; and New York-based Conway PR &
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