The Talent Initiative
Minneapolis Saint Paul Region

Retaining and attracting the workforce of the future.

The opportunity. The strategy. The way to get involved.
Why we need a Talent Initiative

The Greater MSP region ranks #1 in the top 25 markets in retaining young professionals, but we’re not as successful at retaining diverse populations where we rank 14th.*

Although we rank 19th in the attraction of young professionals and 18th for the attraction of diverse populations,* the estimated shortage of workers creates a significant need for a talent initiative.

Professional jobs are important because they have a disproportionate effect on economic growth. One high-wage job will generate an additional 3.5 jobs throughout the region. A low-wage job will only generate .75 additional jobs.

* Myles Shaver (University of MN) analysis, IPUMS-USA data (University of MN).

What we’ve done to create it

Retaining and attracting talent is one of the pillars of the GREATER MSP Regional Economic Development Strategy:

- Tell our Story
- Prioritize Talent
- Build Sectors of Strength for Global Leadership

The region saw a unique opportunity to focus on talent retention and attraction to combat the projected workforce gap.

GREATER MSP organized a Talent Task Force, comprised of private and institutional, emerging and established leaders to identify key obstacles and strategies for action.

The Talent Task Force has identified five strategic goals for the Talent Initiative and will use these goals to design an action plan.

Our workforce is and has been our region’s top competitive advantage. It drives our region’s leadership in many industries fueling game-changing innovation.

Milestones for the future

☐ Communicate the need for regional action on talent retention and attraction
☐ Build teams of motivated people with diverse backgrounds from around the region
☐ Collaborate across teams to develop 5-7 high-impact projects
☐ Establish ways to measure success and communicate these successes
☐ Introduce the Make It. MSP brand. #MakeItMSP
☐ Showcase and launch the Regional Talent Initiative at a 2015 Summit
☐ Create a diverse leadership group of cross-sector leaders to execute the initiative

Eighty-seven percent of Human Resources professionals in our region want to find new ways of collaborating to attract talent. - Learnings from the Human Resources Survey

Five Strategic Goals of the Talent Initiative

☐ Improve Social Inclusion
☐ Support Innovative Talent
☐ Connect Talent to our Community
☐ Connect Talent & Employers
☐ Close Near-Term Talent Gaps

Get involved

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