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Talent Plus places emphasis on new products, global needs of client base

by **Matrissa Leggett**

Lincoln-based Talent Plus has seen a focus from its clients on employee retention and development, succession planning, and globalization in recent years, according to Kimberly Rath, president and managing director.

The human resources consulting firm designs scientific-, talent-based selection, development and organizational tools that drive sustainable business and maximize human potential.

Talent Plus was founded in 1989 by Rath and her husband, Doug, chairman; along with Sandy Maxwell, currently managing director; and William E. Hall, Ph.D.; and wife Susan Hall, both now deceased.

“We are in the defined space of selection and development of human resources,” Rath said.

Talent Plus has more than 200 clients globally, including Mercedes-Benz USA, Estee Lauder Cos., Henry Ford Health Care System and the UCLA Health System.

According to Rath, revenue dropped slightly during 2008 and 2009, but the firm is expected see an increase in the current fiscal year.

“Everybody went through a tightening period in 2008,” Rath said. “The recession hit and companies downsized or had hiring freezes.

“Our clients are coming out of the recession faster because prior to 2008 they had been focusing on the development of their people. Estee Lauder had the best year in the history of the company in 2010.”

Rath said that a main strategy going forward for companies is always the selection of

the right talent.

“It continues to be our core business, but there is a greater focus on development and retention,” she said. “When we hear that, we begin investing a great deal in developing tools that help maximize a person’s potentiality.”

Talent Plus’ most recent product is the Clinical and Non-Clinical Health Care Professional Talent Online Assessments targeted at health care organizations globally for frontline selection and development.

“These validated, online solutions assist health care organizations in the selection of individuals with the talent to be outstanding health care professionals — delivering care at the front line,” Rath said. “Through the use of Talent Plus’ Health Care Talent Online Assessments, health care organizations can improve patient satisfaction, increase employee engagement and reduce turnover.”

Companies are also putting more emphasis on succession planning, Rath indicated, explaining they are assessing the organization one or two levels down behind each key leader so there are two or three people to grow into a succession or progression path.

Globalization is also affecting client companies and how Talent Plus provides services to them, Rath said, noting one of the firm’s goals is to increase focus on meeting clients’ needs in a global economy.

“We need to make sure our tools can be integrated globally,” Rath said. “We continually update and take our services to the next level to ensure we are meeting our clients’ global needs.

“We are in a very exciting time because



President and Managing Director Kimberly Rath ... Touts more than 200 clients globally, including Mercedes-Benz USA, Estee Lauder Cos., Henry Ford Health Care System and the UCLA Health System.

companies are growing their services across the globe. All companies need strategies for how to execute in each marketplace globally.”

Rath said the fastest growing business unit for Talent Plus is in Southeast Asia and the Pacific Rim. The firm has an office in Singapore to better serve those clients.

“We want to make sure we have the right people and processes in place to develop throughout Asia,” she said.

Looking forward, Rath explained companies in the industry will need to be very agile and adaptable to meet clients’ needs with information how and when they want it.

“Our focus is on providing solutions to clients faster so they can move to action quickly and efficiently,” she said.

Doug Rath received a master’s degree in

educational psychology from the University of Nebraska-Lincoln. Kimberly Rath received a bachelor’s degree in education from UNL. Both of the Rathes worked at Gallup prior to starting Talent Plus.

The Lincoln headquarters for the firm is located at One Talent Plus Way, and in addition to its Singapore office, there is also a brick and mortar site in Bogota, Colombia.

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