

GREATER CoPENHAGEN

THE COPENHAGEN STORY

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CORE BUSINESS AREAS

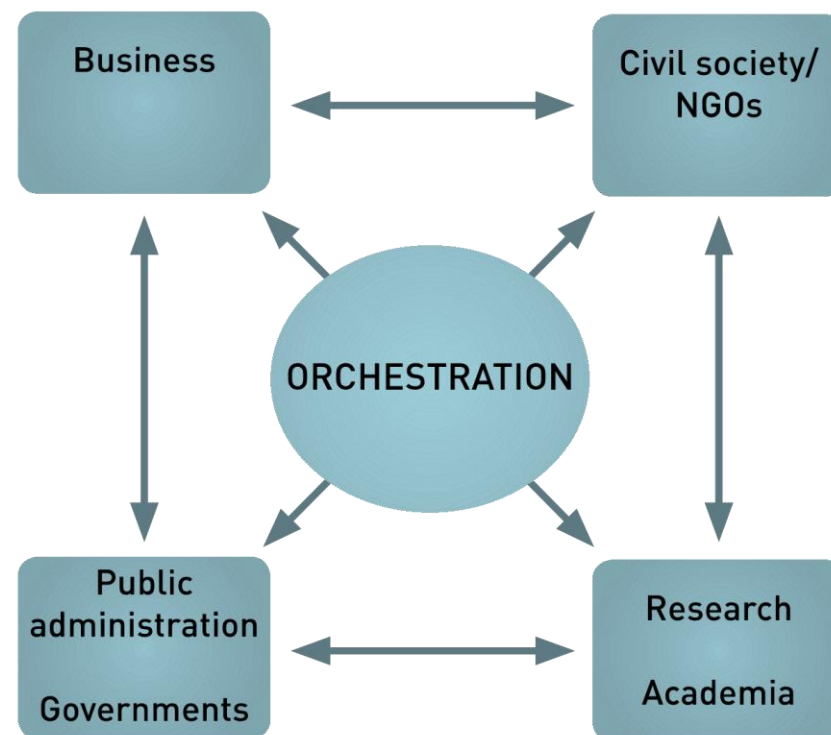


A SUCCESSFUL TALENT ATTRACTION ECOSYSTEM

... is a joint effort!

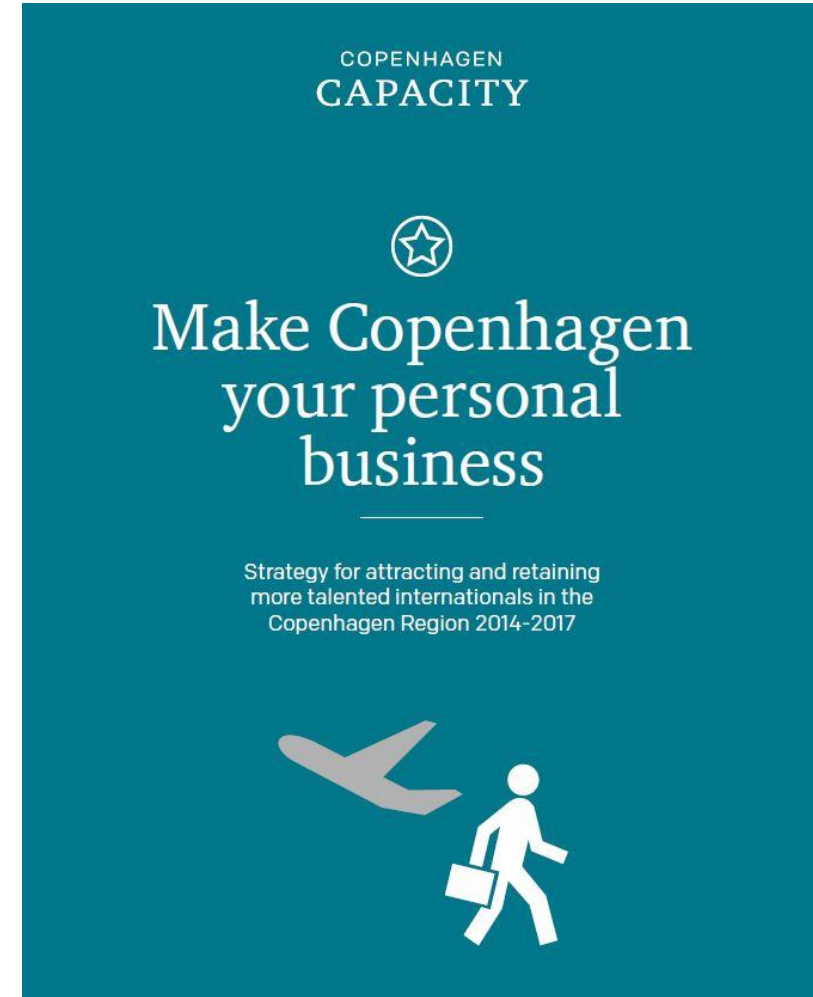
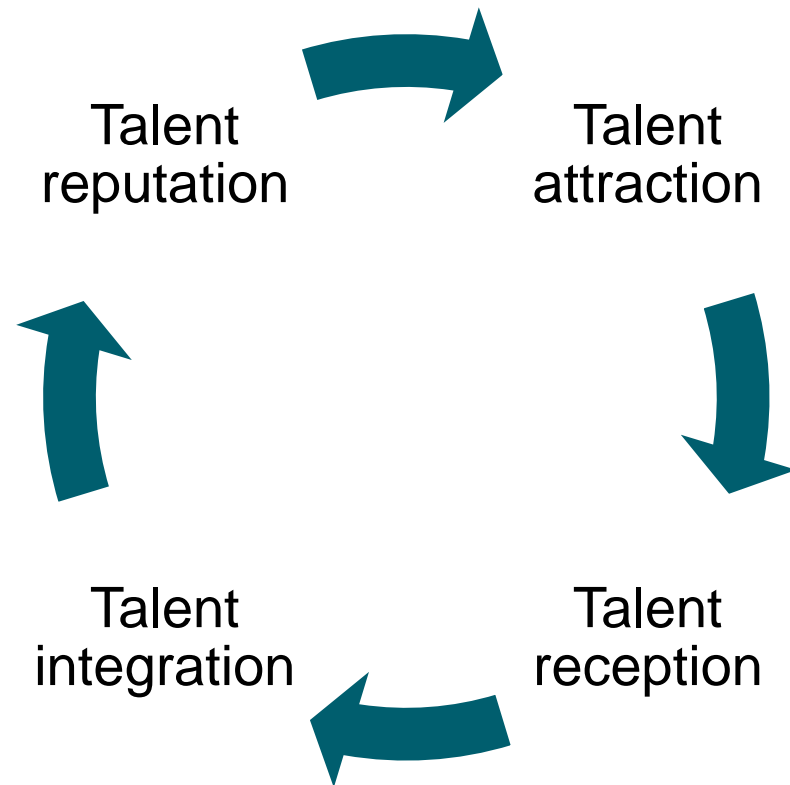
Successful talent attraction and retention requires systemic management of an ecosystem of different public and private, and often also academic and societal stakeholders.

Figure 2.1:
Orchestration of
quad-helix stakeholders



Source: Nordic Place Academy, 2016

TALENT ATTRACTION MANAGEMENT



6 THOUGHTS ON THE FUTURE OF TALENT ATTRACTION

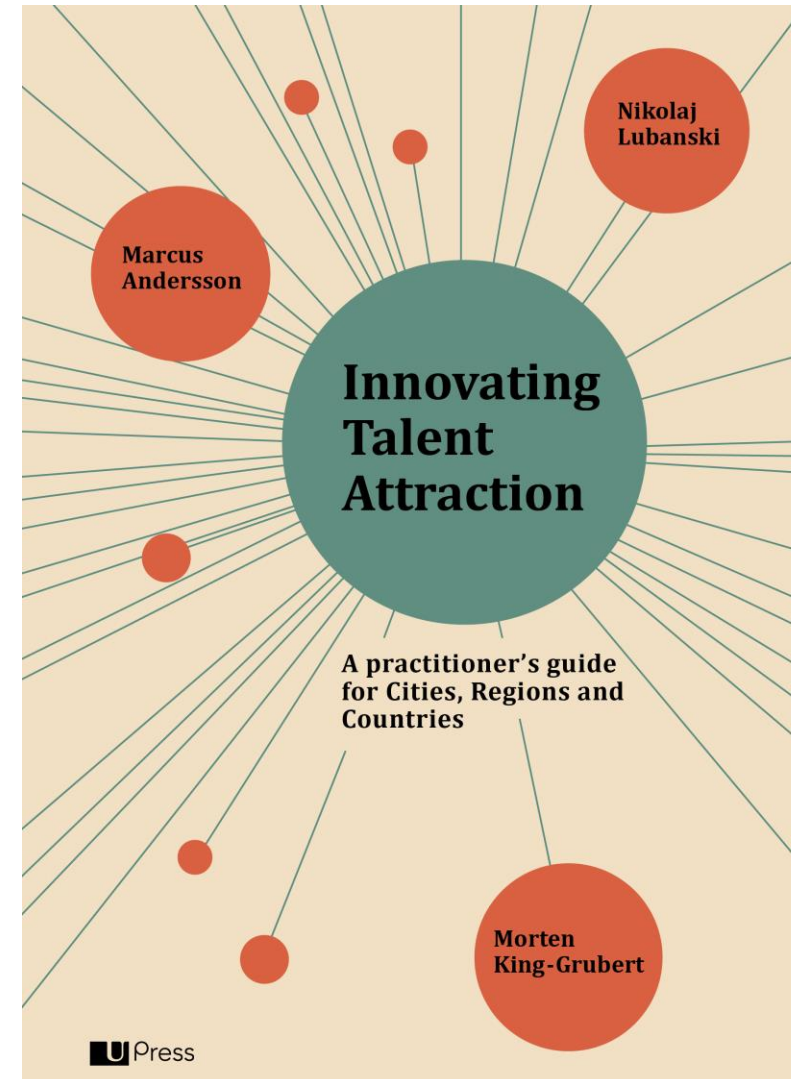
1. The increasing importance of Talent Attraction!!
2. From the 'war on talent' to Talent Circulation & Collaboration
3. Merging the agendas of domestic and international talent
4. Cities and regions over country
5. Talent are moving for management style and lifestyle
6. A strong value proposition creates innovative Talent Attraction



INNOVATING TALENT ATTRACTION

A Practitioner's Guide for Cities,
Regions and Countries

- by Marcus Andersson, Morten King-
Grubert and Nikolaj Lubanski



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THANK YOU



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