

# REMOTE TALENT

– *co-creating the future of talent attraction for cities and regions*

## BACKGROUND: WHY THIS PROJECT?

*Due to popular demand, we are relaunching our Remote Talent co-creation journey. After participants from 8 countries across Europe joined our first round in the spring of 2021, quite a few places have contacted us asking to join as well. Well now you can !*

Access to talent has become a key competitive advantage for places. REMOTE TALENT is a co-creation initiative on how non-capital, smaller cities and regions can improve their capacity and acquisition processes to attract and retain talent to foster innovation and growth. As talents have increasingly preferred to live, work and stay in metropolis hubs as part of urbanization tied with a perception of greater career opportunities in larger areas, one may think smaller places have lost the game already. However, considering primarily the lifestyle and career preferences of the younger generations coming into the workforce as well as the aftermath of Covid-19, we at Future Place Leadership believe that NOW is the time for smaller places to be relevant and to act.

There are two important factors at play here: The Covid-19 crisis has shown that flexible, remote working arrangements can work perfectly well, creating an opportunity to attract people that have their main employment outside the region they live in. What's more, there are some signs that people want to avoid urban congestion following the crisis, and set up life in locations that offer

more space.

How can these trends be turned to solutions? We think there is an opportunity to act on. Join us in co-creating the future!

## THE INITIATIVE

The purpose of REMOTE TALENT is to analyse the challenges, explore best practices and success factors, share own experiences, and systematically compile a kit of useful tools to empower “smaller” non-capital places to improve their ability to attract and retain talents.

## SCOPE

REMOTE TALENT is built on the acclaimed Place Leadership Academy pillar, where participants learn and get inspiration from each other and from inspirational global cases provided by Place Leadership Academy with carefully selected guest speakers, and by co-creating the future solutions together. The service design rests on Design Thinking principles tailored to a placemaking and place attractiveness context in 4 phases:

1. Discovery: What is really the challenge behind the problem?
2. Solution design: How might we solve it?
3. Prototyping and testing: What could strategic initiatives and quick wins look like?
4. Implementation: How do we launch it and lead the change?

## LONG-TERM OBJECTIVES

- A toolkit for how smaller places can attract and retain talents
- Implementation coaching support from strategy to action
- Identification of cross region pilot projects and collaboration

## TIMELINE

The project will start in October 2021 and run for 5 months with one *co-creation session* each month, followed by subsequent individual *implementation coaching*. The initiative is planned as 3 digital co-creation sessions and one all day meet up in a central European location (or hosted by one of our participants). Coaching will be online. Each entity will participate in one check-in with Place Leadership Academy prior to project launch and two check out coaching sessions at the end of the programme. In addition, there will be 4 webinars covering each of the outlined stages in the Scope. We encourage participants to allocate approximately 5-10 hours of preparation for each session including assignments in between the workshops.

## BENEFITS

The participants will get the following benefits:

- A proven methodology for how places can attract and retain global talents
- Insights from guest speakers and global best practice cases
- The opportunity share own challenges and receive peer feedback from others in the same situation
- Uncover remote work, Gen Z, digital nomads and other industry trends
- A toolkit for how smaller places can stand out and act
- A platform to start future cooperation initiatives with other regions
- Coaching support on how to implement your own state of the art solution

## PARTICIPATION FEE

Entities representing < 50.000 inhabitants € 3900 excl VAT

Entities representing < 100.000 inhabitants  
€ 4900 excl VAT.

Entities representing > 100.000 inhabitants  
€ 5900 excl.VAT.

Includes programme participation and 5 hours of one to one coaching by Place Leadership Academy. Excludes travel and lodging in case of a physical event.

## CONDITIONS

REMOTE TALENT requires a minimum of 5 different place entities registered prior to launch. Each place allows 3 participants in the activities.

## ABOUT PLACE LEADERSHIP ACADEMY / FUTURE PLACE LEADERSHIP

We specialise in how places can attract and retain talents. We have helped cities, regions, and government entities across Europe both on a strategic and operational level. We have led several multi regional co-creation projects on the topic and authored handbooks and toolkits acknowledged by industry peers. We are also the founder of European Talent Mobility Forum with 8 leading place entities working on talent mobility across regions.

## GET IN TOUCH

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Interested?

Sign up  
now!