

A non-partisan think tank working towards a sustainable future, contributing strategic foresight through evidence-based research and policy analysis.

# WHAT IS THE MCGUINNESS INSTITUTE?

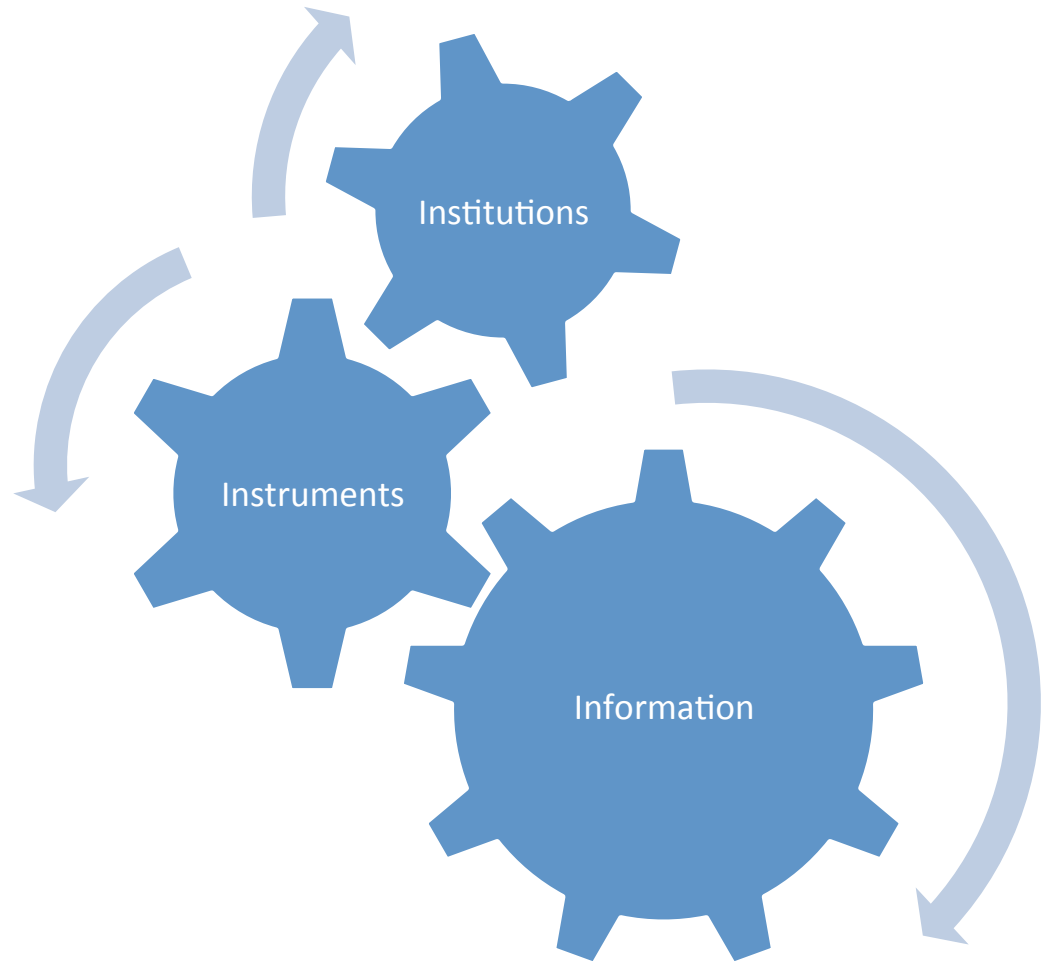


We collaborate with others to untangle policy knots and explore solutions.

We produce research reports and think pieces.

We run workshops with 18-25 year olds to develop a deeper understanding of the machinery of government.

## HOW?



“On this interpretation, sociological transformation supported, perhaps preceded, technological transformation.”

# WHICH COMES FIRST?

## SOCIOLOGICAL v TECHNOLOGICAL TRANSFORMATION

“The factors driving growth are multiple, not singular. They are as much sociological as technological - skills and education, culture and cooperation, institutions and infrastructure. These factors are mutually-supporting, not exogenous and idiosyncratic. And they build in a cumulative, evolutionary fashion, rather than spontaneously combusting.”

Andrew G Haldane, Chief Economist at the Bank of England  
Speech: *Growing, Fast and Slow*  
17 February 2015



1982: 70 Million Sheep  
2013: 30 Million Sheep



1982: 3 Million Dairy Cattle  
2013: 7 Million Dairy Cattle



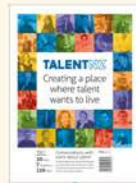
# TalentNZ Timeline



**StrategyNZ:  
Mapping our Future  
workshop**  
March 2011



**What is Talent?**  
March 2013



**TalentNZ  
Journal**  
November 2013



**TalentNZ  
National Tour**  
March 2014



**TalentNZ  
Ecosystem**  
June 2014



**TalentNZ Menu  
of Initiatives**  
June 2014



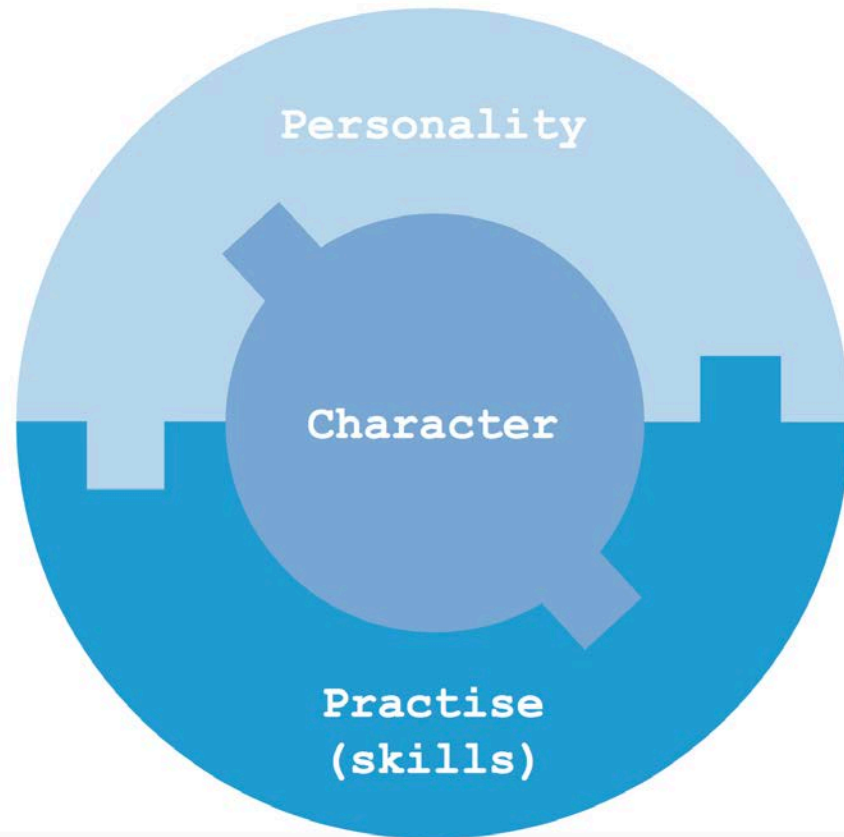
**TalentNZ  
worksheets**  
May 2015





# WHAT IS TALENT?

**Talent = Personality x Character x Practice (skills)**



# HOW WOULD YOU GO ABOUT CREATING A PLACE WHERE TALENT WANTS TO LIVE?

ASK 30 TALENTED  
NEW ZEALANDERS



**Grow:** “If I could rewrite the school curriculum, I would say let’s forget French and let’s make sure that programming is a core language, because it is the language of the 21<sup>st</sup> century.”  
*Francis Valintine*

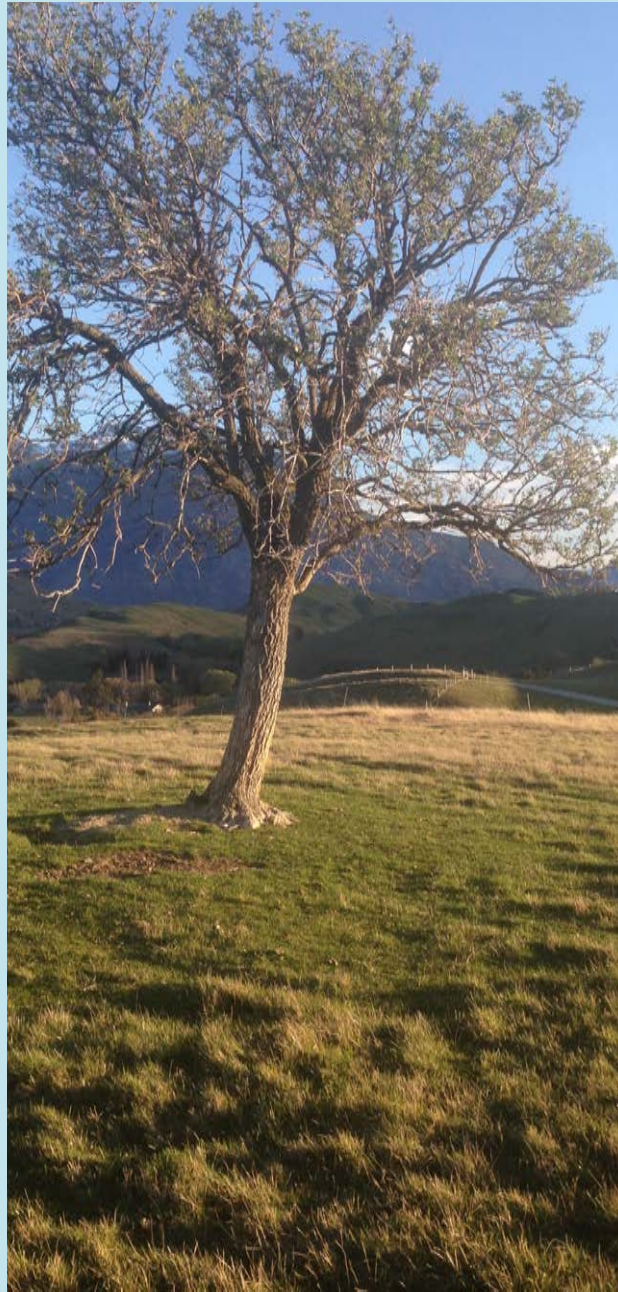
**Attract:** “Talent does attract talent, and talent wants to live in places where it is exciting, where they are challenged and stimulated in many different ways”  
*Andrew Coy*

**Retain:** “In terms of retaining people, we try to do right by our staff, giving them freedom to do their jobs and satisfaction from ‘getting shit done’.”  
*Mike (MOD) O’Donnell*

**Connect:** “Innovation happens when ideas have sex, and that only happens if you put a whole bunch of different disciplines in the same place and let them bump into each other.” *Kaila Colbin*



# WHAT DOES A FLORISHING ECOSYSTEM LOOK LIKE?

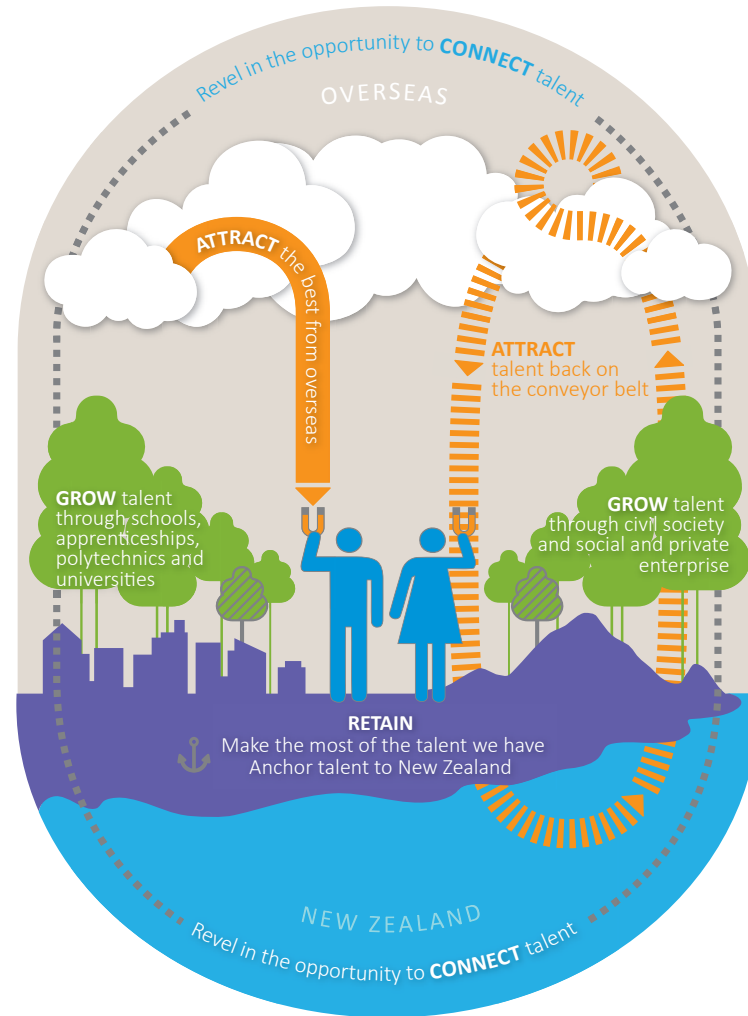


# HOW CAN WE INTERVENE TO MAKE AN ECOSYSTEM FLORISH?





# THE TALENTNZ TOUR

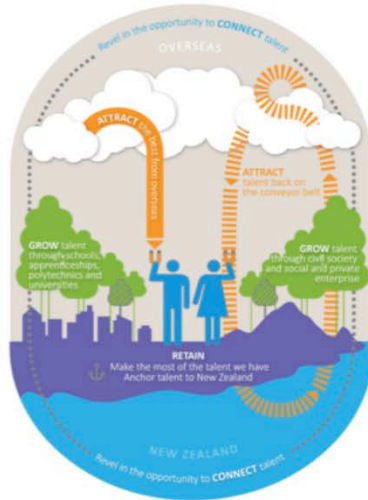


# TalentNZ Menu of Initiatives

What's on the Menu?

The *Menu of Initiatives* is made up of two elements:

## 1. The TalentNZ Ecosystem



The TalentNZ Ecosystem (above) illustrates the four integrated work-streams that we have identified as necessary to create a talent-based economy for New Zealand. They are to: *grow talent*, *attract talent*, *retain talent* and *connect talent*. The ecosystem was designed to demonstrate how these work-streams interact, as understanding the system is the first step to identifying the levers that will enable communities to consider, design, implement, measure and reassess strategies over time.

These work-streams evolved from the 30 interviews in the 2013 *TalentNZ Journal*. The interviews showed the way forward, but the full nature of the ecosystem only became apparent when we took these ideas around the country as part of the Institute's 2014 National Tour.

## 2. The 28 Initiatives

The 28 initiatives described below have been developed using the feedback we have gathered from across New Zealand. We view this list as a starting point that provides a platform for ongoing discussion. Notably, many initiatives align with more than one work-stream and a level of judgement has been necessary to determine where each best fits. Overall, we have worked to categorise initiatives based on where they have the strongest effect in terms of the outcomes they might deliver. View the *Menu* in more detail or comment directly on a specific initiative at [www.TalentNZMenu.org](http://www.TalentNZMenu.org)

### GROW



- Grow 1  
Put the student at the centre
- Grow 2  
Build a curriculum fit for the future
- Grow 3  
Incentivise 15-21 year olds who want to be makers
- Grow 4  
Incentivise 18-25 year olds who want a university education to complete their undergraduate degree in New Zealand
- Grow 5  
Cultivate new entrepreneurs
- Grow 6  
Promote storytelling (Pūrākau)
- Grow 7  
Seek out a youth voice

### ATTRACT



- Attract 1  
Map the ecosystem
- Attract 2  
Identify the talent you want
- Attract 3  
Attract international talent
- Attract 4  
Showcase existing talent
- Attract 5  
Showcase hard infrastructure
- Attract 6  
Showcase soft infrastructure
- Attract 7  
Provide an appropriate income package

### RETAIN



- Retain 1  
Use the talents we have
- Retain 2  
Provide clear career pathways for individuals
- Retain 3  
Deliver a caring and enjoyable environment (Manaaki)
- Retain 4  
Focus on creating a good entry and exit
- Retain 5  
Combine talents to build effective teams
- Retain 6  
Communicate future intentions
- Retain 7  
Share community goals

### CONNECT



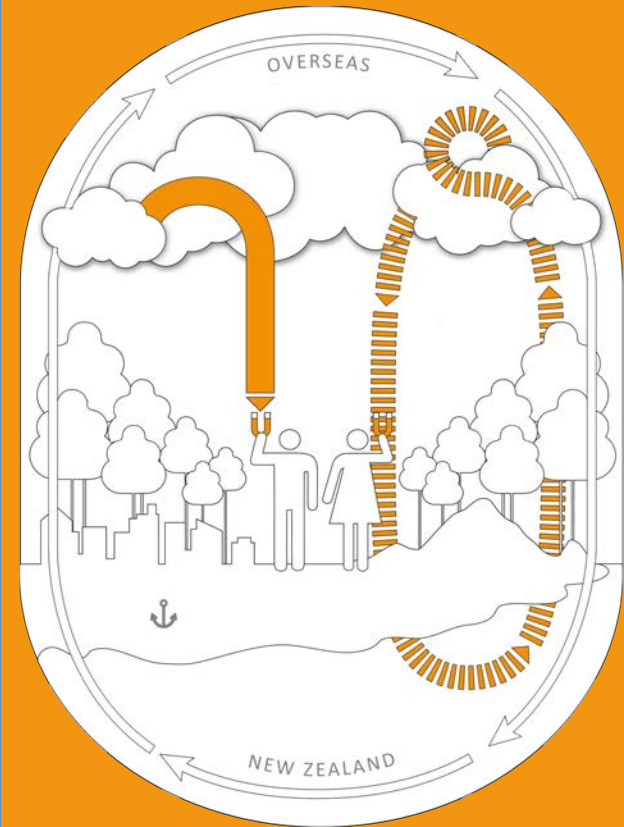
- Connect 1  
Take responsibility for connecting
- Connect 2  
Connect existing entrepreneurs with a purpose
- Connect 3  
Create twinning opportunities
- Connect 4  
Embrace diaspora
- Connect 5  
Create hubs
- Connect 6  
Create an online presence
- Connect 7  
Manage logistics by aligning people, data, products and services

## Grow Talent



- 1. Put the student at the centre**
- 2. Build a curriculum fit for the future**
- 3. Incentivise 15-21 year olds who want to be makers**
- 4. Incentivise 18-25 year olds who want a university education to complete their undergraduate degree in New Zealand**
- 5. Cultivate new entrepreneurs**
- 6. Promote storytelling (Pūrākau)**
- 7. Seek out a youth voice**

## Attract Talent



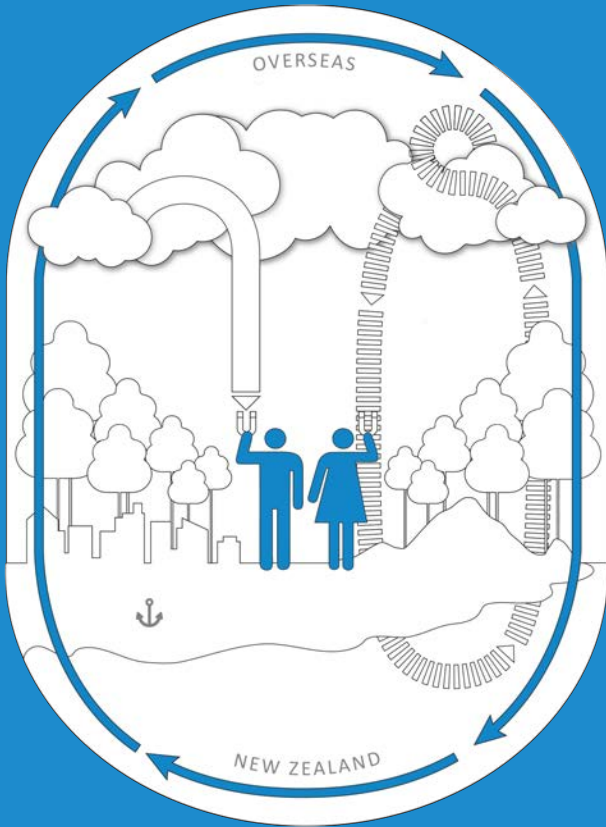
- 1. Map the ecosystem**
- 2. Identify the talent you want**
- 3. Attract international talent**
- 4. Showcase existing talent**
- 5. Showcase hard infrastructure**
- 6. Showcase soft infrastructure**
- 7. Provide an appropriate income package**

## Retain Talent



- 1. Use the talents we have**
- 2. Provide clear career pathways for individuals**
- 3. Deliver a caring and enjoyable environment (Manaaki)**
- 4. Focus on creating a good entry and exit**
- 5. Combine talents to build effective teams**
- 6. Communicate future intentions**
- 7. Share community goals**

## Connect Talent



- 1. Take responsibility for connecting**
- 2. Connect existing entrepreneurs with a purpose**
- 3. Create twinning opportunities**
- 4. Embrace diaspora**
- 5. Create hubs**
- 6. Create an online presence**
- 7. Manage logistics by aligning people, data, products and services**

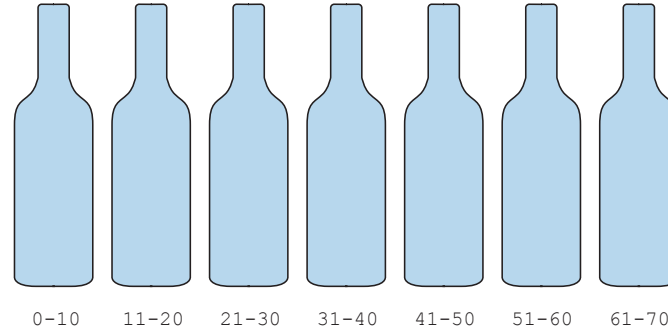


# Worksheet

Illustrate an understanding of the impact of health and medical advancements.

Task 1. Shade in the 2015 bottles illustrating where you think the extra twenty years (extra two bottles) of life expectancy due to health and medical advances will occur. Will these advances lead us to live for longer at the end of our lives, or will it allow us to live healthy during our lives. Where will these twenty years be spent?

Task 2. What are the implications for communities?



1950's



2015

**Worksheet**  
 Illustrate an understanding of the three components that bring about change and show the impact on health and medical advancements.

Component	Impact	Advancements
1.		
2.		
3.		

TALENTNZ    M

**Worksheet**  
 Illustrate an understanding of the impact of health and medical advancements.

1950's

2015

TALENTNZ    M

**Worksheet**  
 Illustrate an understanding of future vision.

Component	Impact	Advancements
1.		
2.		
3.		

TALENTNZ    M

**Worksheet**  
 Illustrate the difference between character, personality and practice.

Component	Impact	Advancements
1.		
2.		
3.		

TALENTNZ    M

**Worksheet**  
 Illustrate an understanding of the TalentNZ Strategy.

TALENTNZ    M

**Worksheet**  
 Design a TalentNZ strategy.

TALENTNZ    M

# WHAT'S NEXT?

1. TalentNZ Journal 2016
2. Expand the TalentNZ Menu (more examples)
3. Continue monthly TalentNZ newsletters (creating a fertile and flourishing community)
4. Keep design and foresight at the forefront of our work programme



# LAST WORD

DO YOU WORRY THAT TOP TALENT IS GRAVITATING TO BUSINESS, NOT GOVERNMENT?

“I have worked in law firms ... and served on corporate boards. But there isn't any comparison between private rewards and rewards for public service.

It's human nature to strive for status, wealth, possessions. But you realize there's more to life than that, and nothing matches serving a cause larger than oneself.”

George Mitchell, The majority leader of the US Senate,  
Harvard Business Review  
June 2015

# Thank you

If we can be of any assistance  
please do not hesitate to contact us.



MCGUINNESS INSTITUTE

Level 2, 5 Cable Street  
PO Box 24-222, Wellington 6142  
(04) 499 8888  
[www.mcguinnessinstitute.org](http://www.mcguinnessinstitute.org)