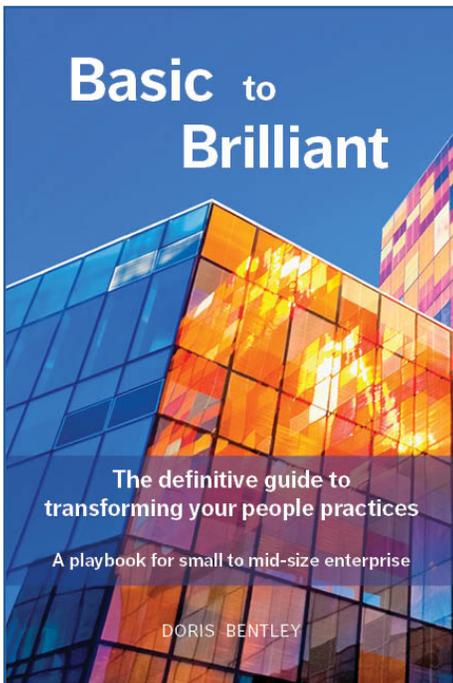


Basic to Brilliant

The definitive guide to transforming your people practices
A playbook for the small to mid-size enterprise



“A conscientious review and analysis of what it takes to build a strong and loyal workforce. This is a must read for business leaders working to develop world class corporate culture and establishing highly successful recruitment strategies, which in turn leads to optimal employee retention.”
Bob Sinclair ICD.D, Chair, TEC Canada (The Executive Committee)

In our rapidly evolving, hyper-competitive marketplace, businesses frantically try to keep their edge through increased productivity, efficiency and savings. But success often lies in a different type of innovation: transforming people practices to ensure people are the most remarkable asset a company has. Talent may be one factor in business decisions but rarely is it given the recognition it deserves as the key factor in success.

Small business prosperity is not only essential to those they employ, but to our national economy. Small businesses employ more than 70 percent of Canada’s labour force and account for more than 90 percent of all job growth.

Written by expert management consultant Doris Bentley, *Basic to Brilliant* combines decades’ worth of tried-and-tested advice with case studies from prosperous B.C. businesses for a highly readable playbook specifically designed for small to mid-size businesses.

For any business leader looking to transform their:

- **Organizational Design**
- **Attracting & Hiring**
- **Onboarding**
- **Performance Mastery**
- **Learning Management**
- **Talent Development**
- **Re-Recruitment**
- **Total Rewards System**

Each chapter focuses on one of eight key areas of people management, from onboarding to learning management to performance mastery to talent development. Following insightful introductory descriptions to each chapter, fact sheets, frequently asked questions (and their answers) and a checklist of “brilliant” tactics ensures that leaders can instantly apply *Basic to Brilliant’s* wisdom to their own unique circumstance.

Topics include some of the most frequent dilemmas faced by employers, such as when a game-changing hire is needed, when to hire internally vs externally and what type of rewards to offer loyal employees. Other chapters provide insight into key issues that are nevertheless rarely considered, such as how to elevate orientation to onboarding for true employee integration, and how to ensure performance feedback truly supports staff in growing optimally to meet business needs.

In today’s culture of burnout and skewed work/life balance, a focus on team engagement is an increasingly important metric for companies. *Basic to Brilliant’s* simple-yet-powerful techniques will ensure small businesses reap the results from attracting, hiring and keeping the right people, thus ensuring exceptional productivity in a vibrant environment.

Available online via Amazon and Chapters.
For Bulk Orders, Speaking Engagements and Press Enquiries contact:

Doris Bentley
doris@centrepoincareer.com
+1 604.985.5072
www.basictobrilliant.ca

Doris Bentley is the founder and principal of CENTREPOINT, a talent management consultancy based in Vancouver, BC. She specializes in helping leaders develop and align their people practices to ensure business sustainability and long-term growth. As a consultant and business advisor, she has enjoyed long-term success working with hundreds of business owners and leaders of small to mid-market enterprises. She is a frequent presenter to various CEO and executive forum groups. As a writer and educator, she has authored many articles, blog posts, white papers, and management tool kits to advance workplace innovation and contemporary people practices. She holds the CPHR (Chartered Professional in Human Resources) designation.