

7 Steps for Developing High-Potential Employees

By Kathy Irish; December 13, 2016

If you've identified those individuals already, what do you do now?

1. Establish their strengths and weaknesses through assessment.

2. Give them "enrichment" course for where they are strong.

3. Give them candid feedback and training opportunities for where they are weak.

For example, you might have an employee that shows potential but has problems with time management. Make clear the need to balance the various demands of the job, then offer some resources for addressing the issue.

4. Reinforce their learning at every step.

Only with reinforcement will you realize a positive ROI in training high-potential employees.

5. Create a personal "track" to prepare them for bigger roles.

The best thing to do is to encourage them to work independently when they can and track their progress.

6. Set them up with a mentor.

Set up your high-potential for success by pairing him or her with a mentor who fills a position the high-potential is being groomed for.

7. Treat them like an investment.

CFO: Why are we spending all this money on training our star employees? What happens if we train them, and then they leave?

Branson: Okay, good point. But let me ask this: *What happens if we don't, and they stay?*