

Week 4: Talent Strategies and Planned Action  
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## Week 4: Talent Strategies and Planned Action

- 1) **Alignment:** The talent alignment strategy at my organization is definitely customer intimacy driven. Both SXM + Pandora strive to curate audio experiences based on what customers are searching for.

**Planned Strategy:** The customers are already highly valued. However, the company tends to cater to the older Caucasian demographic since the majority of subscribers fall into this category. Subscribers from varying subcultures often express that they struggle finding music that speaks to their taste. The revamped strategy will focus on attaining more inclusivity when launching new channels, in hopes to cover more genres that will satisfy all subscribers and not just some.

- 2) **Capability:** The capability strategy is all based on information and resource match. The company has access to top tier information technology and capitalizes on the resources available. The organization was the first of its kind to provide satellite radio and has expanded its innovative endeavors since inception.

**Planned Strategy:** New audio streaming services have appeared in the past decade causing the organization to find ways to reinvent themselves. If we wish to excel, the company must strategize how to make subscribers more widely aware of the app streaming options available. Customers must know that the experience can continue outside of the car.

- 3) **Engagement:** With over 100+ channels and genres of music, the company holds diversity with high regard. Diversity is a vital talent strategy within this organization.

**Planned Strategy:** A new planned strategy should strive to give minority and female employees more upward mobility. Women and POC make up a huge portion of the staff,

but not enough are in senior management. The new and improved strategy will truly provide equal opportunity for all.

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### **Method**

#### **Participants**

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#### **Assessments and Measures**

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### **Results**

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#### **Outcome 1**

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#### **Outcome 2**

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### **Discussion**

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## References

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