


[Home / Careers & Learning](#)

# Talent Development

Resources you can use independently, with a coach, or across your organization to create a culture of talent development in the profession.

## Did You Know...

Thirty to 40 percent of an individual's talent goes untapped? Surveys of hundreds of local government professionals show that even in strong organizations there is more that employees could be contributing. You probably have many ways in which you'd like to grow or develop to advance in your career or keep what you are doing fresh and engaging. Or, perhaps, your opportunities and workload are already overwhelming. There are tools to help you not just survive, but thrive.



## Unlock Greatness in Yourself and Others

In the book, *Take Charge of Your Talent: Three Keys to Thriving in Your Career, Organization, and Life*, Don Maruska and Jay Perry describe how everyone can make greater use of their talent and boost their job satisfaction. The videos below briefly describe the keys and provide real-life examples of how they have made a positive difference for local government professionals and organizations.

Use the electronically fillable and downloadable Take Charge of Your Talent Participant Guide (complimentary for coaching program participants) to assist you in creating a rewarding new chapter in your talent story. Feel free to share your guide with a coach and benefit from a catalyst for your growth.

Video Guide (click to watch)	Summary
Key #1: Power up your talent story	Where are you in the use of your talent and job satisfaction and where do you want to be? Are you ready to move forward? The Talent Catalyst Conversation is the core of this key. Find someone to be a catalyst for you and give them the script on pages 8-11 of the Guide to stimulate your thinking. See video illustrations of the Talent Catalyst Conversation on the 1 to 1 Coaching page.
Key #2:	Shift how you and your team view obstacles. See how they become opportunities to accelerate

Accelerate through obstacles	<p>your progress. The video references two tools that are in the book but not in the Participant Guide. For your convenience, you can download them by clicking the links below.</p> <ul style="list-style-type: none"> <li>• Making Effective Requests - ICMA Coaching Program special edition</li> <li>• Slice through Overwhelming Workloads - ICMA Coaching Program special edition</li> </ul>
Key #3: Multiply the payoffs for yourself and others	<p>This is the great win-win opportunity for you and your organization. Learn how you can make your talent tangible, create career assets for you and organizational assets for the community you serve. To get the opportunities that you want, don't miss the personal brand formula. The video includes examples of how people at various levels in local government have used it to get what they want.</p> <p>The video references an expanded resource to develop your personal brand and get what you want. You can download it by clicking the link below.</p> <ul style="list-style-type: none"> <li>• Take Charge of Your Talent - creating a powerful personal brand ICMA edition</li> </ul>

## FAQs

### *For whom are these talent development keys available?*

You can use these keys and resources for yourself, your team or across your organization. They provide a solid foundation for boosting a culture of talent development. If you have a volunteer coach through the ICMA Coaching Program, you can discuss what you are learning from the keys with your coach. We've found that players get more value when they have others with whom they can bounce off their ideas and see things from a fresh perspective. There are many people eager to support your success.

### *What if I'm in a department or organization that I don't feel supports talent development?*

This is a good opportunity to reach out to a coach outside your organization. For example, you can share your situation with a volunteer coach in the ICMA Coaching Program. The volunteer coaches are not there to tell you what to do or to criticize or countermand the direction you are receiving. They can, however, help you reflect on your situation and identify options you may wish to consider.

Please send any questions or comments about these resources to [coaching@icma.org](mailto:coaching@icma.org).