What is the nonprofit sector most concerned about when it comes to talent management?

We surveyed nearly 300 nonprofit leaders and HR professionals from a diverse range of organizations to find out. Their top three talent priorities in six different areas (based on weighted averages), as well as the percentage of respondents who chose each priority as their most important, are below.

### 2017 Nonprofit Talent Management Priorities

**Top Talent Acquisition Priorities**
- Attracting and hiring diverse talent: 43%
  - Implementing & strengthening onboarding processes: 17%
  - Strengthening internal interviewing skills: 7%

**Top Culture & Engagement Priorities**
- Improving organizational culture: 34%
  - Assessing organizational culture: 29%
  - Developing a retention/engagement program: 18%

**Top Performance Management Priorities**
- Restructuring existing performance management systems: 40%
  - Shifting from a traditional performance management model to continuous feedback: 31%
  - Implementing a formal performance management system: 12%

**Top Learning & Development Priorities**
- Developing an L&D strategy/program: 37%
  - Expanding investments in L&D programs: 17%
  - Implementing a formal L&D program: 15%

**Top Total Rewards Priorities**
- Benchmarking existing total rewards practices/programs: 32%
  - Developing a formal total rewards strategy/programs: 27%
  - Expanding benefits program offerings/investments: 17%

**Top Talent-Related Analytics Priorities**
- Benchmarking existing HR/talent metrics: 38%
  - Implementing HR/talent metrics reporting: 22%
  - Expanding reporting of HR talent/metrics: 14%
What are the *primary obstacles* that keep your organization from achieving its talent priorities?

**The takeaway:**

Funding is a common obstacle for organizations of all sizes, but the challenge decreases as budgets increase. Larger budget organizations cited difficulty standardizing processes as their primary obstacle.