The way to keep talent within a company is by promoting out instead of up, said Earl Major, human resources leader at a speech at Purdue Friday morning.

Major, who works for one of the nation's largest publicly traded health benefit companies, Humana Inc, spoke about the key to retaining talent within the company at a forum to over 100 students and faculty.

He said the key is creating a larger umbrella of knowledge in his employees. Something different his company does from other companies in the field is the way they promote employees.

"The way we expand is taking the job sideways in order to go up," said Major. In Humana Inc, they don't promote people up the ladder, instead they teach their individual more, and give them more responsibilities to make them well rounded.

Major believes that the basis of their company comes from keeping the employees at a very high value.

"Our employees are the test bank of what we do. We only hire the bright, talented and gifted," said Major. "These intellectual assets will cause the company to grow and bring in more money and a higher customer return."

The way the company is able to hire the best is by choosing from their accelerated development internship program, where they offer 2-year full-time programs.

"The internship program is where we can really teach future employers how to be good business leaders and partners. They really learn the in's and out's of the business," said Major.

In a classroom of mostly future entrepreneurs and business leaders, Majors gave some good advice about getting into business.

"I liked how he talked about how there is no typical career path, you just have to play up your strengths to get a job. I still don't know where my major is going to lead me," said Eric Forbes, a senior in management.

Other students thought the speech gave them a good insight into how different businesses work.

"I thought this speaker was pretty good. I like hearing about different approaches within different companies. Their company is definitely different from others I've heard. Maybe I will look into their internship program," said Lauren Sramek, a senior in selling and sales management.

Service Journalism - box explaining to company, where they are located,