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Personal goals

According to the "HR Trends" report prepared by Deloitte in 2020, one of the key areas that companies should focus on is building employee competencies and effective talent management. The modern school of management says that employees are an important part of the company's capital. It is therefore worth knowing how to effectively manage their development.

The most frequently cited definition of talent says that it is an employee who performs their professional duties in an above-average way and shows great potential for further development. It should be remembered, however, that each person employed in the company has certain abilities, but these are not always relevant to the company's business purpose. The most important talents are usually intellectual potential, creativity, keen interest in the entrusted tasks, and reaction speed. Therefore, these are predispositions related to soft skills rather than hard knowledge.

The benefits of talent management - not just building employee engagement

Taking strategic care of talent has a number of advantages both for the employees themselves and for the company. It contributes to:

- Retaining the best employees in the company and gaining their loyalty and building commitment.
- Increasing the motivation of other employees who gain positive role models in their own environment.



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- Building a loyal, specialised management team – what is important, the “poaching” of employees by other companies and the openness of the international market means that talent management process often begins also at lower positions within the company.

Qualified and committed employees are a chance for the financial success of the company and for achieving a competitive advantage over other market entities. It is important that employees in whom the company invests have the opportunity to further develop within the company's structures. In this way, the employer will receive confirmation of the profitability of their investment and actions.

Talent management process in the organisation – what does it look like?

There is no one-size-fits-all talent management scheme. Companies differ in organisational culture and business goals. How an entrepreneur polishes their company's diamonds will therefore depend on what expectations they will have of them in the future.

The talent management process may include, but is not limited to:

- Internal and external training, including post-graduate studies – enable the acquisition of theoretical knowledge, which is the basis for further development.
- Mentoring – the care from an experienced employee is an opportunity to get to know the company's structures better and to gain numerous, “unofficial” tips for professional practice.
- Differentiation of tasks and rotation in positions – allows you to gain real experience in various fields and company structures.



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Not all people selected or the ones that applied for a talent program complete it. Participation in it often means additional work for the employee, greater demands and less room to make mistakes. Therefore, some people lose motivation and resign from participating in the process.

The talent development program usually lasts 1-2 years. It is important that the process itself is open and transparent. Selection of candidates should be based on clear criteria known to all employees.

