ENGAGING TALENTED EMPLOYEES FOR COMPETITIVE ADVANTAGE

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Abstract: Companies have primarily thought of talent management as a way to resolve high employee turnover. In course of time it has become an essential part of the corporate strategy itself. Winning organizations appreciate talent management and employee engagement is decisive in supporting their leadership and growth in the marketplace. Attracting and retaining top talented employees in today’s competitive environment have become the highest priority. Successful organizations as well become conscious about employee retention as become essential in order to sustain their leadership and growth in the marketplace. An organization which fails to make Talent Management and Employee Engagement a priority are at higher threat of losing their top talented people to the competition. Regardless of economic changes, the issue of Talent Management and Employee Engagement is here to stay and it is more important that employees need to be engaged in order to gain competitive advantage.

Keywords: Talent Management, Employee Engagement, Talented people, Employee Retention

“"The challenge today is not just retaining talented people, but fully engaging them, capturing their minds and hearts at each stage of their work lives.”"  

INTRODUCTION

The confrontation ahead of companies and government over the succeeding fifteen years are frightening. Notwithstanding the fact that Human Resources have become for the most part of critical superiority of the mainstream of organizations, at the present time many organizations is experiencing challenging talent dearth. It is a proven fact that talent is the principal positive feature of high-quality organizations nowadays. Often there exists a direct linkage between the talent management and employee engagement in an organization. Organizations of all sizes, including reputed companies are starting to be familiar with employee engagement as a modern and promising addition to corporate social responsibility. Employee engagement programs are a proposal that constructs employees’ involvement to their place of work and support passionate employee involvement in serving to accomplish organizational goals. Rising popularity of talent management is a realization that by directly engaging employees, the organization not only accumulates time and money, but also enhances its brand image and reputation both internally and externally thereby gaining competitive advantage.

DEFINITIONS OF TALENT MANAGEMENT AND EMPLOYEE ENGAGEMENT

Talent Management

Talent Management concerns the additional management processes and opportunities that are made available to employees in the organization who are considered to be “talent”. This means systematically attracting, identifying, developing, engaging, retaining and deploying those individuals with high potential who are of particular value to the organization. Blass (2007)