

MARKETING THESIS SAMPLE

MARKETING: THE TALENT MANAGEMENT BEHIND

Introduction

Talent management refers to the process that surfaced back in the 90s, and still continues to be adopted until now. This is the trend since more companies have come to realize that their employees' skills and talent drive the success of their business. Companies practicing talent management have done a lot in order to solve problems related to employee retention. The problem with several companies these days is that there are a lot of organizations that put a lot of effort into inviting new employees to their company, but end up spending a little time into developing and retaining talent.

A talent management system needs to be incorporated into the business strategy and practiced in daily process all throughout the entire company as a whole. It cannot be solely left mainly to the human resource department in order to invite and retain employees. Instead, it should be practiced at different organizational levels. The business strategy need to include responsibilities for the line managers in order to focus on developing the skills of their employees and immediate subordinates (Tahara, 2012). Divisions under the same company need to openly share information with the other departments so that the employees will continue to learn regarding the objectives of the organization as a whole.

Talent Management and the Corporate Sector

The US Sector, in particular, is looking at growing and improving in their processes and system. As such, they need to focus on practices that foster or allow their improvement and growth. In this way, the best practices are implemented. Their main variables, including experience, skill, leadership competencies and interest rewards, motivate employees to succeed (Warner, 2013). Talent management is not just a cutting-edge aspect that is tapped solely by pioneers. It can also serve as a viable path towards the improvement of organizational performance.

Increasing Revenue

It was thought initially that companies making more money were linked with having better practices in talent management just because they have the financial resources to do so (Thomas, 2013). However, it was later shown that these practices, when implemented accordingly, increase overall financial performance. Careful inspection of data presented highlights the fact that for every correlation that has been calculated through time, the relationship in between previous HR practices, as well as future financial performance is relatively stronger compared to the relationship between previous outcomes in finances, as well as future practices in the HR department.



Customer Satisfaction

Identifying and implementing critical competencies which are linked with success creates outstanding results. It showed that as an organization starts to identify and communicate different core competencies which is needed in order to be successful in both present and future endeavors. It has resulted to the development of a powerful tool which is needed to help in meeting the goals. Competencies also define and eventually communicate the strategy of an organization in order to help employees to completely understand such strategy, and eventually achieving all of its goals. The several roles that competencies play are very important in an organization.

Competencies act as a very powerful vehicle for communication in focusing all organization members of the organization regarding the activities and skills which will create both wealth and value. Programs that are competency based can basically make a difference with the output. Analysis involving the financial data shows that organizations with competency-based programs do better in the market. These programs help in focusing the organization, as well as all employees involved on what they can actually do in order to further add value towards the organization.

At the same time, contributions are actually role-related instead of being position-related. By accepting this viewpoint regarding contribution towards value will further assist organizations in order to think differently regarding their HR development programs. With this, organizations can now focus on their competencies as needed in order to achieve success in the future, as well as in identifying the different rules that employees need to play.

References

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