



synermetric

Research Insights: Talent Management

“Managing talent is not a simple recipe: follow it and have the perfect baked talent Alaska. Finding and looking after sales champions is very different from managing PhD geneticists or entrepreneurial wealth makers. But there are some actions you can take, as well as some questions you can answer, that may help you set up your own made-to-measure strategy.”

Ian Florance



Contents

- 4 About Synermetric
- 5 Introduction
- 6 The Biggest Challenges for 2015
- 7 Top Methods for Identifying Talent
- 9 Conclusion



About Synermetric

At Synermetric we believe in the power of science and the potential of people. We are passionate about providing the best possible solutions for people development and selection scenarios. On the one hand, we are committed to best practice scientific approaches which maximise effect while minimising potential harm to protect your employees and your business, and on the other we recognise the value of the human element and dedicate ourselves to providing a quality support system to guide and assist you in your efforts.

We curate a catalogue of the highest quality solutions, all validated and evaluated by professional psychologists, and we develop and integrate psychometrics to constantly update and improve our offerings.

We provide expert support and guidance for all aspects of people development projects, and facilitate training for best practice use of psychometrics.

We work with our clients to develop uniquely tailored solutions for data collection, information delivery, and project management to suit their particular needs.

We build synergies between people metrics to transform development for individuals, teams, and organisations.

Introduction

In December we released our first eBook, Talent Management: Our Expert Views, featuring articles from nine different authors with a wide range of experience in psychology and human development. Our experts addressed a variety of topics in the talent management arena, each with a different perspective and focus. If you missed out, not to worry—you can still download the eBook for free from our website.

As part of our eBook giveaway we asked readers two questions related to Talent Management:

1) What do you predict to be your biggest Talent Management challenges for 2015?

and

2) What methods do you use to identify talent?

The results are in, and here's what we found:

Firstly, some demographic data. Over 200 people from a range of roles completed our short survey (Figure 1). The majority of responses came from those in senior positions such as Director, L&D, Talent or HR Manager.

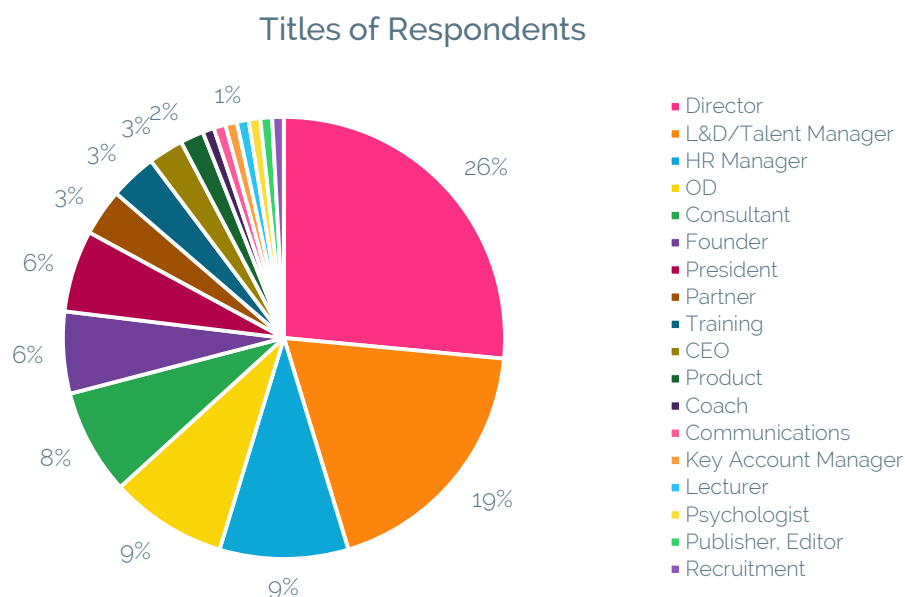


Figure 1: Job titles of survey respondents

The Biggest Challenges for 2015

The top five Talent Management challenges experienced by participants in their businesses were:

- Developing the leadership pipeline
- Succession planning
- Employee engagement
- Retaining quality employees
- People development

The full results for this question can be seen in Figure 2 below.

Biggest Talent Management Challenges for 2015?



Figure 2: Prevalence of Talent Management challenges

Engaging employees to stay and grow with their business as well as developing them to form part of the pipeline and succession planning stream are essential challenges for businesses and it seems that this process is driving organisations' Talent Management focus in 2015. Assessments and integrated solutions play a valuable role in the talent management process and can provide part of the solution to these challenges. With expert facilitation, they can enlighten individuals and teams to their development needs, making them focused, clear, and actionable.

Top Methods for Identifying Talent

Figure 3 identifies the most commonly used methods to identify talent according to our survey participants. The top five are:

- 360-degree feedback
- Attitude and behaviour assessment
- Interview
- Professional development plans
- Personality questionnaire

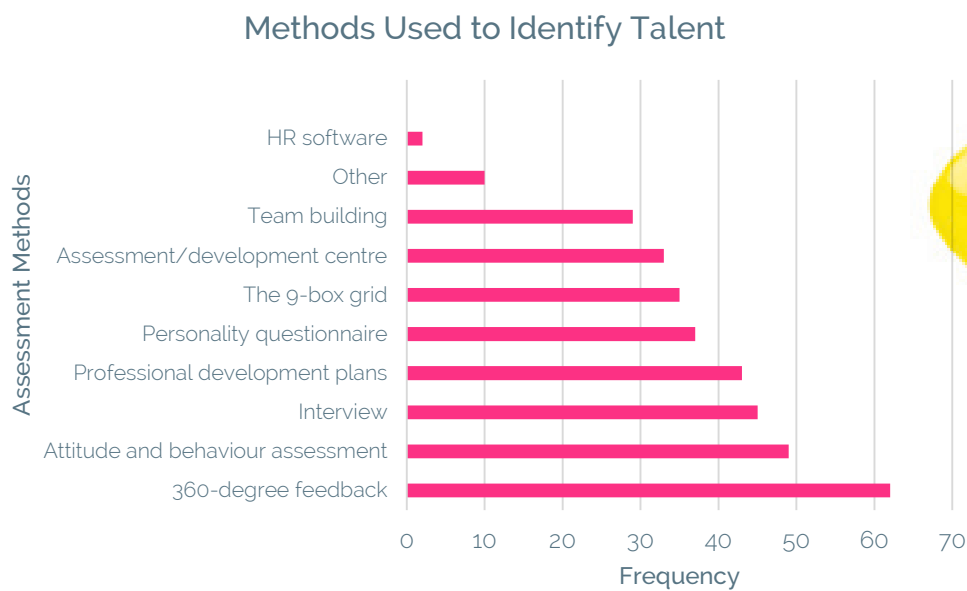



Figure 3: Prevalence of methods used to identify talent



When it comes to identifying talent, it generally follows that the whole process is greater than the sum of its parts. Talent identification processes are most powerful when a number of methods are combined, rather than using any in isolation. To gain a comprehensive picture of an individual's potential and development needs necessitates analysis of numerous areas. Assessments are a great way to identify talent and also develop people within a business. They provide valuable tools for feedback and facilitate conversations around development and growth. When used in conjunction with interviewing and coaching processes they can build a powerful system for analysis of individuals in many contexts.

The next step, goal planning and behaviour change, can often be the most difficult. Monitoring and maintaining commitment to changing behaviour is often the trickiest challenge of all—and it's also where most effort and focus should be spent. We've seen growing emphasis on this process in the HR world. There are tools now available to help with tracking the process and motivating people to stay engaged throughout a behaviour change. Assessment integrations have also become much easier as psychometrics become more technologically advanced. This enables the use of combined assessments as part of a streamlined process for specific programmes, all accessible through one secure website.



Conclusion

Talent Management continues to be a key focus for businesses in 2015. Nurturing talent and ensuring a healthy pipeline is especially critical. There are many potential methods to identify talent, but a combined approach including assessments and face-to-face interaction is preferred.

If you're looking at evolving your talent management strategy, keep our experts' articles at hand! And as always, we are happy to offer our advice and support for designing the best solution to suit your needs. You can contact the Synermetric team through our UK and US phone numbers, or online on our website, Twitter, and LinkedIn pages; and we always welcome feedback and discussion on our blog posts and LinkedIn Community. We look forward to hearing from you!



synermetric

+44 (0) 1223 776000

+1-888-414-1772

info@synermetric.com

synermetric.com

 [@synermetric](https://twitter.com/synermetric)

 [synermetric](https://www.linkedin.com/company/synermetric)

 [synermetric](mailto:info@synermetric.com)

Contact

Ruth Gibson

rgibson@synermetric.com

+44 (0) 1223 776000

Dakotah Fitzhugh

dfitzhugh@synermetric.com

+1-888-414-1772

