

2) TALENT MANAGEMENT – A PARADIGM SHIFT**Ankita Nagra**

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ABSTRACT

Talent management is the science of using strategic human resource planning to improve business value and to make it possible for companies and organizations to reach their goals. People management can be defined as the process of controlling and monitoring individuals. The concept of people management is widely used in organizations where the manager's most important task is to manage people. In order to increase the efficiency of the people the manager has to lead, motivate and inspire people. The objective of the study is to analysis whether the market and organization are away from "talent" and now focus on "people. The study is basically from random survey conducted by meeting the HR working in cooperates in telagana state. To support the primary data some of the conclusions are drawn from the secondary data which includes blogs, few trusted website, magazines and books on talent management

Key words: *Talent Management, People Management, Paradigm Shift, Management*

"Good people management is the most important and challenging skill required in the workplace"

I. INTRODUCTION

Key to today's working world is a focus on the team hands on mangers who empower small teams, teams who work well together and people who fit and want to be part of the team mission. Talent on demand gives employers a way manage their talent needs and recoup investments in development , a way to balance the interest of employers and a way to increase the level of skills in society. At its heart, talent management is simply a matter of anticipating the need for human capital and then setting out a plan to meet it.

II. NOW, LET'S UNDERSTAND WHAT TALENT MANAGEMENT IS

Talent management is not an end in itself. It is not about developing employees or creating succession plans, nor is it about achieving specific turnover rates or any other tactical outcome. It exists to support the organization's overall objectives, which in business essentially amount to making money.

Talent management recognizes a person's inherent skills, traits, personality and offering him a matching job. Every person has a unique talent that suits a particular job profile and any other position will cause discomfort. A wrong fit will result in further hiring, re-training and other wasteful activities such more expensive training software. It is beneficial to both the employers and the employees.