



# The Value of Talent: Promoting Talent Management across the Organization

*Janice Caplan*

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Talent management is a viewpoint: a different perspective on managing people and on managing organizations. It adopts the view that an organization is comprised of a set of skills and abilities that enable it to function to progress and to excel. Identifying those skills and developing them to their full potential is therefore fundamental to growing an organization.

Janice Caplan examines talent management and its importance in contributing to success across the organization. Providing a clear explanation of what talent management is and how it benefits companies, Caplan also looks at the different methods for creating an environment which encourages and develops talent. She covers the key areas crucial to implementing effective talent management, including: succession planning, creating talent pools, working globally, and measuring and evaluating strategies.

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