Editorial

Javier Bajer

Where's talent gone?

About 20 years ago, I was asked to run The Talent Foundation, a UK charity that explored how to attract, develop and retain talent to drive strategies forward.

Given the mess we are in today, it looks like we are yet to find an answer.

However, these are the five things I learned back then, which apply to today's talent challenges:

- Talent has less to do with education or experience and more to do with grit, passion and courage – mixed with a humble heart, if you want to make it sustainable.
- Talent thrives in healthy environments (good seeds need the right conditions to grow). Not pampering, but meaningful. Not self-seeking, but outward looking. Put talent to good use and it will not become toxic.
- Talent does not show up in CVs or LinkedIn's endorsements. Who you know can be a good thing, but that is not talent.
- Talent is less contagious than lack of talent. Someone with the wrong attitude can cause more damage to the culture of a team than someone with a great one. So, think culture when sorting out talent.
- Talent gets easily demotivated by lack of money when money was the main purpose. Not unlike some marriages. . .

The world is in desperate need for talent. Not just programmers, data experts, lorry drivers and professional nurses. Not only in the west. Not just millennials.

And it is not due to lack of education. Neither is it lack of funding.

We have forgotten the main ingredient that makes talent work: It is purpose.

Reconnect your businesses and organizations with a strong purpose, and talent will fly back.

That is what makes us humans. Not getting, but giving.

Warmly,

Dr Javier Bajer

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