



## Talent retention : Issues and challenges

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### ABSTRACT

In developing economies, talent needs to be fueled by explosive business expansion and pending waves of retirements. Talent is the main driving force behind HR's contribution towards organization's success. It is an established fact that retention of talented employees is a strategic business tool to drive corporate performance that provides a distinct competitive advantage. Talent implies creativity, freedom and curiosity. Talent becomes evident when solutions are not apparent. A retention policy should contain solutions aimed not only at neutralizing the reasons for an employee's exit but also at reducing the cost of employee turnover. Hence, in today's context of war for retaining talent, organizations need to have a vision and well defined strategies around non-pecuniary tools and techniques on hiring for the future.