

WAR FOR TALENTS

In-demand professionals can choose today. Many do not – because they remain stuck in outdated labour market thinking and fail to recognise or use their new negotiating position.

The term “war for talent”, coined in 1998, describes the global competition for qualified professionals. The causes include demographic change, a lack of sufficiently trained new talent, and the still low proportion of women in technical disciplines. As countermeasures take effect only in the long term, the shortage continues to intensify. Companies often can no longer find the talent they need domestically – and compete globally with other economic regions, including those with highly qualified and lower-cost labour.

This is shifting the balance of power. Companies are responding with employer branding, flexible working models, and targeted talent development. Those who want to retain skilled employees must offer more than just a job – they need to provide concrete development opportunities and an environment people can identify with.

For job seekers and professionals, this means: the labour market has shifted. Those who want to take advantage of this need to understand what they have to offer. A personal and professional assessment and clear positioning are the foundation for this.

Articles on the war for talent (all articles)

- It is never too late for a new career
- What is the key question in career development?