



Talent Relationship Management: Personalgewinnung in Zeiten des Fachkräftemangels

Armin Trost

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Der zunehmende Fachkräftemangel bedroht die Zukunft vieler Unternehmen aller Größen und Branchenzugehörigkeiten. Klassische Ansätze der Personalgewinnung können das Problem nicht lösen, weil sie sich an aktiv suchende Kandidaten wenden und in ihrer Ausrichtung zu passiv sind. Dies gilt insbesondere für die Besetzung strategisch wichtiger Unternehmensfunktionen sowie für die Gewinnung spezialisierter Fachkräfte. Dabei gibt es bereits Lösungen, denn einige innovative Unternehmen bemühen sich schon seit Jahren um moderne und wettbewerbswirksame Strategien der Personalgewinnung. Diese finden sich allerdings nicht in klassischen Lehrbüchern der Personalwirtschaft, weil sie ein anderes, neues Denken im Ringen um Talente widerspiegeln.

Dieses Hörbuch vermittelt dieses neue Denken anschaulich mit lebhaften Fallbeispielen und liefert gleichzeitig eine strukturierte und umfassende Darstellung praxiserprobter Maßnahmen des Talent Relationship Managements. So stellt es unter anderem aktive Strategien zur Kandidatensuche und -bindung, z.B. moderne Social-Media-Ansätze, Themen wie Employer Branding und erfolgsrelevante Rahmenbedingungen in Unternehmen vor. Armin Trost gilt als führender Experte im Bereich Talentmanagement und ist als überzeugender Redner und Autor zahlreicher Fachpublikationen bekannt.

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