


Chapter 16

Talent Management Using Technology to Prevent the Great Resignation

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ABSTRACT

This chapter outlines a novel perspective on talent management that seeks to address the growing challenge of the employee turnover known as the ‘Great Resignation.’ This chapter demonstrates the ability of HR to perform two core roles managing and retaining the talent within the firm but doing so through innovative and technology driven solutions. System designed is about ensuring that employees are engaged, have the resources they require and take ownership of their career aspirations. With the help of digital resources, such organizations are capable of more efficiently mobilizing and growing their human capital, as well as maintaining it and avoiding a turnover. This visualizes the change management process of employees as performed by leaders and why it is critical to get the change right by providing employees with adequate resources, opportunities, and support. Chapter propagates a more incisive view of how organizations can build operationally effective teams in the digital world while ensuring that technology is an enabler for the development

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and retention of talent.

1. INTRODUCTION: THE RISE OF THE GREAT RESIGNATION

The Great Resignation is where staff expect much better offer than they had with their last employer, leading to staff turnover at high levels. With the Great Resignation on the rise, companies are forced to rethink their processes around employee engagement, retention, and satisfaction. The crisis of employee retention has posed a huge challenge for many in the management of various companies. It has been also reported in a poll that among the total nine million plus US people who quit their jobs in 2021, two third part sought a better work life balance, one fifth improved wage and one fifth more meaningful work (Isailovic, 2021). Widespread deliberate resignation from workers to their positions that started in 2021 and became a global labor market trend. This phenomenon was a result of numerous interrelated reasons that changed people's perception of work and the role of their organizations (Wang, 2021). The COVID-19 pandemic was one of the leading factors to the Great Resignation as employees rethought work-life balance. Since remote work became standard at many jobs, employees found a new sense of flexibility and control over their schedules. Working from home enabled workers to have a semblance of work-life balance, and many were loath to surrender this once the pandemic passed. Consequently, employees began looking for jobs that provided hybrid or remote work options, which caused mass exodus from roles that required a return to in-office work (Blanchard, 2021).

Burnout and stress are another huge reason behind the Great Resignation. Workers, especially those in frontline sectors, such as healthcare, education and more Dealing with unique challenges, including health risks and increased demand, resulted in many workers suffering from severe burnout. Because there was little support offered from employers and limited resources available to cope with stress, employees rested in positions for less demanding and more supportive work environments (Dube, 2021). Add to this the increasing need for improved compensation and benefits. And many workers, especially in lower-wage industries, said they felt that their pay and benefits did not measure up to their workloads and the difficulties of the pandemic. With companies beginning to increase wages in order to attract talent, employees were incentivized to find new opportunities with higher compensation as well as complete benefits packages, leading to an even greater mass exodus (Tru a, C.2024).

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