1. INTRODUCTION

We are living in a fast-paced world. Everything is constantly changing. We have to keep up with the latest released gadget, whilst making sure that all our choices are sustainable and in line with the expectations of society. On the other hand, the economic background is keeping companies on their toes, by creating instability. In case you are thinking you can solely rely on trends, or on people to gain some stability in this ever- changing context; I have bad news for you. The trends of the market are on a constant change, and so are the needs and expectations of the people.

You could think that at least certain groups of employees, for example engineers, would have similar and consistent expectations, bringing hard skills to a company and all will work out as expected. Unfortunately for both the employees and the employers, that is not the case. The days when you could solely rely on your employees' hard skills in return for salary are long gone. Companies are starting to invest in building their employer branding, and the required profiles are becoming more versatile than merely hard skills. The ideal candidate should have certain hard skills in order to perform their job, and yet also, very specific soft skills in order to fit within the company's environment. However, schools and training programs often deliver graduates with a lack of the complete skills set necessary to enter the job market successfully.

This and many other aspects contributed directly to the triggering of the War for Talent. A topic covered in thousands of discussions and with just as many consequences. A hot topic that concerns professionals active in today's business world. Where should they go in order to accumulate the necessary information on

the War for Talent? The War for Talent, a topic which appeared in the same year the movie Titanic was released, and the year of my birth, 1997.

Could it maybe be a coincidence? I don't think so!

The year 1997, back then they were already talking about it, back then they already saw the potential impact. Regardless, we are now in 2024 and still it is a hot topic. What held us back to tackle this earlier? Was it that we don't like change, or did we want to see the effects before we believed it? Do we think we have to go with the flow and wait till it's over?

I obtained my MSc in Human Resource Management and during this program I conducted research on the War for Talent, with the goal to bring more insight into the topic and help in implementing the theory into the practical world. The research involved a comprehensive and holistic approach to the topic, trying to look at it from all necessary perspectives. After collecting the theoretical information, I aimed to connect it to tangible applications in the business world.

What is this War? How is the battle laid out? Where is the battleground and how is it affecting companies? What changes should an organization make in order to stay competitive within the challenging context of the War for Talent? In response, I have compiled information and created diagrams and reference sheets specifically designed to assist both you and your organization exploring this challenging environment.

A topic widely explored and covered is **"How do I meet the workforce's expectations through Employer Branding and Talent Management"**. To do this, it is recommended to understand the tangible effects of these aspects on the