



TalentX

**Talent strategies built on
employee experience**



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The growing 'experience economy' is changing the face of talent management

Organizations worldwide are faced with talent management challenges. There is an increasing emphasis on creating a valuable experience for employees. Talent management is no longer limited to acquisition, development, performance and retention strategies.

As employees' day-to-day experiences broaden, so do their expectations. Employers are increasingly battling for their loyalty. Creating an employee experience that enables individuals to regularly give their best is necessary not only for improved satisfaction, but also for strong business performance.

What is TalentX?

TalentX focuses on understanding and integrating critical experiences across the employee lifecycle to develop a robust talent management strategy. It shifts the needle towards employee experiences and addresses talent needs. The goal is to make work and life better, rather than focusing solely on the needs of HR through traditional talent management practices and processes.

- Uses an insight-led approach to shape strategies around day-to-day experiences with an emphasis on culture, engagement and employment brand
- Enables alignment between the brand and its values. Customer experience is rooted in employee behaviors which, in turn, are shaped by effective, experience-focused talent management processes
- Articulates the 'employee deal,' negotiating a balance between employee and employer expectations
- Focuses on making employee engagements better – not just automating talent management processes
- Creates strategies focused on 'human connection' and employee well-being

Talent management is built on employee experiences, driving engagement and therefore economics



The Six Pillars

Employee experiences at work (feeling valued, growing, etc.) and relationships with colleagues affect behavior in the workplace. KPMG's Six Pillars of experience excellence seek to address various aspects of the employer/employee relationship. The objective is to align internal goals and processes with expectations, delivering an optimal experience for all stakeholders.

Differentiators



Empathy

Achieving and understanding of the circumstances to drive deep rapport



Personalization

Using individualized attention to drive an emotional connection

Basic



Time and effort

Minimalizing effort and creating frictionless processes



Expectation

Managing, meeting and exceeding expectations



Resolution

Turning a poor experience into a great one



Integrity

Being trustworthy and engendering trust

How to implement a TalentX strategy

Employees should be treated as customers of the organization. As such, KPMG's Six Pillars play a crucial role in testing the current state of talent management strategies and future developments:



Enhanced employee experience

This is the accumulation of experiences throughout an employee's tenure at an organization (highs and lows). Our insight-led approach enables a talent strategy shaped around 'moments that matter' across the talent lifecycle and touchpoints with employers managers and colleagues



Agile performance management

With human connection at the core of its design, an objective-driven process and metrics are aligned with business outcomes, creating accountability for open conversations, empowerment and a trust-based culture. We leverage new-age tools, using technology such as AI-powered analytics, to help track real-time progress and social collaboration.



Talent and leadership pipeline

We shift the focus from 'why employees need to work' to 'why employees want to work.' This helps curate personalized career paths, talent journeys and capability skill programs to prevent stagnation among high-risk and high-performing employees. In turn, this increases alignment between personal and professional expectations and goals.



Competencies and capability enhancement

We recognize that capability upliftment may be daunting for existing employees. By integrating empathy and integrity through a unique and thorough user experience, we offer a suite of competency-based assessment tools through virtual and supervised environments. Competency frameworks are designed to capture a holistic profile of unique skills, behaviors and traits required for jobs. It is measured through psychometric, neuro-cognitive, gamified and data-driven approaches to identify best-fit and high-potential talent.



Workforce diversity and culture

We listen to people and use insights to drive benefits beyond engagement scores through our unique AI- and data-driven tools. This captures real-time 'employee speak' and combines historical data to predict long-term benefits for organizations. We respond to the needs of a blended and diverse workforce by crafting targeted and flexible employee value propositions (EVP) and talent management interventions. This enables organizations to compete for top talent in a flexible employment market.



Talent and people analytics

We undertake an agile and employee-centric approach to address talent needs, capture data and enable the linkage between talent experience and engagement. We capture three layers: organization culture, employee engagement and employee experience. These indicate standard drivers of experience excellence, which help to prioritize your talent strategies.



Top talent management priorities

- Enhancing employee experience and well-being
- Linking productivity, performance and recognition
- Creating a forward-looking talent and leadership pipeline
- Establishing virtual and data-driven assessment centers
- Embedding a diverse organizational culture
- Enabling a digital and agile mindset

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