

**Title**

Talent management in the technological world: Eurotux case

**Authors** – Marlene Silva, CEOS-P.PORTO/Eurotux Informática, SA, Portugal

– Daniela Costa, Eurotux Informática, SA, Portugal

**Abstract**

Talent is defined as the ability to perform a task and results from competencies, motivation, enthusiasm and focus. CIPD defines talent as *“those individuals who can make a difference to organizational performance, either through their immediate contribution or in the longer term by demonstrating the highest levels of potential”*.

In this sense, talent management emerges as crucial for human resources management, supporting identification, recruitment, development and retention of talented professionals.

These professionals present themselves as a competitive advantage, business enablers and image of the organization.

For Eurotux, a company in the technological sector, an image of value in the market, coupled with a high performance culture, is essential because of the business area where it is increasingly difficult to find and retain employees.

Therefore, we seek to have a style of human resources management, driven by corporate strategy, including different processes and providing different forms of personal and professional development. Developing talent means more than promoting training. Means to promote plans that are capable of continuous development, appropriate to each employee.

Thus, after analyzing market practices and listening to Eurotux employees and directors, several initiatives were developed in order to secure talent in the organization.

Our talent management strategy consists on using several interdependent practices: attraction and retention policies and programs, talent audit, talent relationship management, performance management, learning and development and career management.

With these practices we hope to be able to retain talent, reducing costs with unnecessary recruitments and training.