



## **Influence of Talent Retention Practices in Creating a Competitive Advantage for Telecommunication Industry**

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### **Abstract**

Globally, talent resourcing processes, planning and retention is becoming significant in any business in the world today. This is because it is the means by which a firm sources and acquires its most precious resourceful asset. This relationship can be realized by the factors that influence the talent practices between human resource practices and employees retention in a given organization. The research review identifies elements of HR practices that influence employee retention. In any organization, the sources of talented employees can be internal or external. The best way to create a talent pool is the internal sources since the employees already have the knowledge of how business processes work and can be incorporated directly into the new position and the morale of workforce uplifted. In communication industries in Kenya, management has for a long time involved and embraces talent retention by employing employees with different talents. There is great need to realign the skills of the employees with the immediate objectives, goals and growth of the organization. Organizational factors such as organizational policy, management style and levels of technology may also be crucial in determining the efforts employees put forth to enhance productivity. A balance should be struck since extremes on either side may lead to dissatisfaction and result in employee turnover. Therefore, the need to realign the skills of the employees with the immediate objectives and goals of the organization is paramount. This study was therefore motivated to interviewing key informants with knowledge on talent retention, employees from telecommunication companies: Airtel and Safaricom industry in Kenya. The findings in talent retention in this regard would enhance the talent retention and development in Kenya.

**Keywords:** *Talent Retention, Talent Resource, Talent Development*