ABSTRACT

The thesis focuses on the development and training of talented employees of XYZ company. Its aim is to create a practical tool for the advertising agency XYZ, which will facilitate the identification of talented workers, selection of suitable candidates for leadership positions, assessment of their key competencies and their training and development.

In the first part of the thesis, the basic terms and theoretical background are defined based on the analysis of the literature. The individual chapters are devoted to talent and giftedness, the issues of talent management including different approaches and concepts, basic processes and current trends, as well as the use, creation and assessment of key competencies in the field of human resource management and the topic of employee development and training.

The second part describes the actual qualitative research investigation conducted through semi-structured interviews with XYZ company employees and analysis of the provided documents. The result is a profile of a talented employee of the company, a competency model containing key competencies for two selected positions and a proposal for a basic programme of training and development activities that will enable the company's employees to acquire and develop the described competencies. The proposed competency model is complemented by several variations of grids designed to assess the importance and level of competencies. Recommendations for the development of appropriate assessment scales are also included.

Finally, possible next steps are outlined for XYZ Company to build on this work if it decides to use it in its talent management.

KEYWORDS

competence, key competencies, aptitude, employee development, talent, talent management, employee education