

War of the Words

"War for talent" has become—what exactly? A cliché? Almost a dirty saying since Malcolm Gladwell's article "The Talent Myth" in the *New Yorker*? Or is it still viable, still relevant?

It doesn't really matter, does it? Whatever words or phrases you use—*retention, human assets, intellectual capital, talent*—we know, without a doubt, that enterprises can't afford to lose people who not only perform highly, but also whose values match those of the organization. Or rather the enterprise needs to espouse values that match those of its people. That's the key to buy-in and commitment.



This issue of *T+D* shows that keeping talented people requires several factors, in Craig Taylor's article "Tides of Talent." Then "From Assets to Investors," by long-time retention researchers Beverly Kaye and Sharon Jordan-Evans, challenges the definition of "human assets" and shares data from their Retention Driver Survey on the reasons good people stay and how to keep them.

In another enterprise topic, the cover story by Martha Gold, "Enterprise E-Learning," reports on how a big consulting firm tested and then infused an e-learning solution across the company for highly effective results. The article is the first in Gold's five-part series (plus summary) of case studies on actual e-learning efforts and the results. And this edition of our new monthly short feature, *Concept*, tackles the employee-employer relationship. Rounding out the feature well (*well* meaning like a water well, not satisfactorily), Roger Schwarz's article "Becoming a Facilitative Leader" follows *T+D*'s fifth annual leadership issue (March) with another perspective on that preeminent topic.

Within these pages, words do not do battle though we do certainly want to retain you—talent, assets, readers.

A handwritten signature in black ink that reads "Haidee Allerton".

Haidee E. Allerton
Editor



Publication Redesign
ASBPE
2001

Editorial Excellence
ASBPE
1998

Gold Circle Awards
ASAE
(American Society of
Association Executives)
1994

Best Design
OZZIE Bronze Award of
Excellence 1992

Magazine Column
"Working Life"
Clarion Award
Women in
Communications
1992