

This thesis is looking for the answer to the question: "What is the talent management and how it can be effectively implemented to the personnel policy of the organization?" Attention is focused on clarifying the concept of talent management and individual personnel actions, which take place in organizations, and their possible connection with the talent management. The practical exhibition of the talent management programme is described in more details and its goal is to formulate conclusions that would answer the inniciate question and help to expose effective talent management process.

Key words: talent, talent identification, talent recruitment, motivation and stabilization of talents, managing and developing talent.