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**BUILDING A Talent-BASED team AS AN EFFECTIVE METHOD  
OF MANAGEMENT BY THE COMPANY**

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***Research Methodology.*** *The research is based on a systematic approach to the study of specific economic events. In the process of research, we have used a set of general and specific scientific methods of knowledge, logical synthesis, analysis and comparison.*

***Results.*** *It has been studied that talent in our time is one of the main factors that de­ter­mines the effectiveness of the activity, and the ability of the company to attract, de­ve­lop and retain talents will be the main competitive advantage for many years. Buil­ding a talent team should become a permanent and fundamentally new way of ma­na­ging the company, which will bring numerous benefits from productivity growth to expan­ding capabilities, from accelerating scientific and technological development to increasing job satisfaction.*

***Novelty.*** *The research shows that many companies do not measure their share of the talent market compared with their competitors’ shares; do not track staff turnover to draw conclusions and take appropriate measures. While the world’s most successful Fortune magazine and S&P 500 TOP 100 companies claim that the effective use of talent enables them to increase profitability in 2.1 times.*

***Practical Significance.*** *This study has made it possible to partially deal with such unusual perceptions as talent, talent management, their conceptual boundaries, and facilitating the work of the next researchers for this important issue. The results of the study can be implemented in the educational process of Ukrainian Academy of Printing as a higher educational institution.*