# ENHANCING THE POTENTIAL OF THOUSANDS OF WORKFORCE COMMUNICATIONS PROFESSIONALS: A TALENT MANAGEMENT KNOWLEDGE IN THE DOMAIN OF EFFECTIVE COMMUNICATION

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## ABSTRACT

*Despite the fact that millennials have been widely studied in both popular and academic literature, there have not been enough strategic communication studies to assist us fully grasp this distinct and important generation in the communication profession. A key goal of this research is to take a talent management approach in order to gain a thorough understanding of millennial communication professionals' (MCPs) generational attributes as they relate to their workplace values, and to determine how such values would affect key phases such as recruitment millennial communication professionals (MCPs), engagement, development, and retention in talent management in strategic communication. Two national panels were recruited to conduct comparative analyses, with one panel consisting solely of MCPs and the other panel consisting solely of communication managers and executives who have direct working and/or supervising experience with MCPs. The results of the comparative analyses were compared to those of the original study. A comprehensive report on generational perception disparities, as well as differing expectations about talent management, may be obtained from the comparison findings of the two studies. The findings of the research as well as their practical consequences are addressed.*

**KEYWORDS:** *Communication, Leadership, Millennial, Profession, Talent Management.*

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