Category

Strategy

Strategy for Talent Scarcity & Skills Market Competition Playbook

Competing for genuinely scarce skills through structural advantage, not just higher compensation

- Executive
- Intermediate
- Template Included

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- 4 minute(s)

Overview

A framework for competing effectively in genuinely scarce talent markets by building structural advantages — role design, career pathways, flexible sourcing — rather than relying solely on outbidding competitors on compensation.

How is this different from the Talent, Skills & Human Capital

Strategy Playbook? That playbook connects overall workforce strategy to business strategy requirements broadly. This one is specifically about competing for skills that are genuinely scarce in the market — where compensation alone often can't win, requiring structural strategic advantages instead.

Isn't higher compensation always the deciding factor in scarce

talent markets? It matters, but in genuinely scarce markets, top candidates increasingly have multiple competitive offers and factor in role design, growth trajectory, and work flexibility alongside compensation — competing purely on pay against well-resourced competitors is often a losing strategy for companies that can't or won't out-pay everyone.

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