

A Talent Development Platform: A Practical Guide

Omar Mohammad Muammar, Imam Abdulrahman Bin Faisal University, Saudi Arabia

The Asian Conference on Education & International Development 2024
Official Conference Proceedings

Abstract

In the era of AI's minds that exceed human intelligence, there are pressing needs for a talent development platform that integrates AI and human talents' intelligence to solve complex problems. This paper presents a practical guide to a talent development platform [TDP] as a solution to address the unserved gifted population, the unmet need for talent acquisition and empowerment, and limitations to leveraging talent innovation. A TDP can have a robust, systematic methodology for talent identification, empowerment, and innovation enforced by AI and ML. Advanced technologies and subject matter experts can support a TDP development, and empowering gifted education ecosystems. A TDP can function as an educational, social, and innovative platform that can accelerate talent development and make an impact on various levels. A TDP can tailor a personalized journey for talent development and empowerment, networking with like-minded minds and industries to foster innovation utilizing advanced technologies in this era. This paper describes how to construct, grow, and monetize a talent development platform. The paper discusses TDP components, market needs and dynamics, value proposition, scalability, growth strategy and scalability, building trust and platform strength, service differentiation, switching, multihoming, disintermediation, the strength-of-network effect, monetization, and sustainability. The quality of talent acquisition, development, and leverage must undergo a thorough assessment and monitoring procedure to ensure security, confidentiality, and alignment with ethical practices adhering to appropriate bylaws and the general data protection regulation.

Keywords: Talent Development Platform, Gifted Education, Talent Management

iafor

The International Academic Forum
www.iafor.org

Introduction

Businesses need to find, empower, and retain talents using their creative collective intelligence in order to expand the knowledge-based economy in the context of the fourth industrial revolution and competitive economies. The new century has many issues that need talented people to collaborate and develop creative answers. In the age of AI brains that outperform humans in speed, problem-solving, and quick learning algorithms, integrative and creative gifted minds are needed to construct a super intelligent brain for novel solutions using today's sophisticated technology.

Gifted and talented people excel in their field compared to others their age, experience, or surroundings. Although many gifted programs exist in various countries through various initiatives across K-12 education levels, identifying and selecting top human capital of gifted and talented individuals beyond that age level and empowering them with the soft skills they need in this era has yet to be done. In addition, bright and talented people lack the abilities needed to make a difference in their careers (Frydenberg & Mullane, 2000; Riley & Bicknell, 2013).

In the age of sophisticated technology, gifted education must transition to digital platforms to help talented students grow and accelerate. Digital platforms have several capabilities that can benefit brilliant students and reduce the educational system's flaws. For instance, digital platforms offer high accessibility to educational resources, exposure to a wide range of events and activities, and interaction with peers and like-minded people from around the various communities, providing a personalized, flexible, enjoyable, and complex educational journey based on real needs (Glory et al., 2023).

This paper describes how to construct, grow, and monetize a talent development digital platform. The paper discusses TDP components, market dynamics, value proposition, scalability, growth strategy, trust-building, service differentiation, switching, multihoming, disintermediation, and monetization.

Component of TDP

TDP connects talents with educational, social, and innovative partners, making it platform-centric. Multiple users, partners, and sponsors produce network effects that boost value. TDP lets multi-side markets create and consume content. Third-party materials and resources may help TDP exploits talent pool and talent acquisition business networks. TDP may record user choices, activities, and interactions. Users may get bespoke resources, talent pool, and new projects.

Existing platforms like LinkedIn, Upwork, Fiverr, Behance, Dribbble, Hirable, and Toptal, let professionals display their work, communicate with customers and employers, and find jobs. However, the suggested talent development platform (TDP) may concentrate more on research-based talent systematic identification, talent development and empowerment via varied interactions, and invention through brilliant minds' collective intelligence. Advanced technology and specialists may help the TDP.

Market Needs and Dynamics

Skills demand, economic developments, technological improvements, and demographics affect talent markets. In response to increasing economic challenges and technology, TDP may focus on employer-required skills, talent acquisition, management, and innovation leverage. TDP could respond to the unmet needs of young brilliant people, talent management departments, and talent collective intelligence to innovate. It may address the following challenges (Karnes & Shaunessy, 2004; Subotnik et al., 2011; Leavitt & Leavitt, 2017; Augustine, 2011; Muratori & Smith, 2015; Gallagher et al., 1997):

- Talented adults may struggle to identify the right educational path to maximize their potential and influence in their careers due to limited growth possibilities.
- Inability of talented individuals to meet and interact with like minds and engage in thrilling educational experience.
- Limited exposure and network of gifted and talented individuals with interested parties to interact and exchange interests and form bonds.
- Inability of talented individuals to find employers or talents with certain qualities, capabilities, and proven profile of achievements.
- The current ecosystem in gifted education suffers from disconnected services without a clear road map for an individual with particular needs and development plan.
- The current ecosystem lacks capturing gifted individuals' activities and indicators of their performance and their development needs across their development path.
- Talents lack access to various communities and educational materials that are being offered by top education institutes.
- Gifted education lack of central tracking system to talented individuals' achievement and their development journey.
- The current ecosystem of gifted and talented individuals is lack of scale, integration, and outreach capabilities regionally and internationally.

Target Audience and Search/Shared Cost

TDP can recruit recognized talented individuals from various partners and platforms, such as LinkedIn, Science Olympiads, Science fairs, and gifted partners. These individuals can be offered free services if they meet the TDP admission criteria. Exceptional individuals can be subsidized by entities interested in talent search, acquisition, and development. Large corporates can be given free access for a limited number of high-caliber individuals with proven records of achievement and competencies, services, advertisements, and events hosting on the platform (e.g. hackathons, innovation campaign, product development). The social part of TDP can leverage social communities to overcome trust issues, strengthen retention and engagement, and grow scale using referrals and incentives. For all parties, the TDP can decrease searching and sharing costs. Gifted people need great educational resources, and TDP may be a hub for talent development and offers, empowering them with scholarship financing. Social networks with brilliant people improve services, reduce common costs, and empower talent. All consumable material on the TDP may be supplied in bulk, reducing sharing costs.

TDP Growth Strategy and Scalability

In the initial phase, the platform must focus on top 100 gifted individuals who can be recruited from various partners and platforms like LinkedIn. A promise of a leading journey can be offered to all individuals free of cost, those individuals can be subsidies by entities

who are interested in talent search. In this phase, big corporates can be given access to TDP for free and ensure high caliber individuals are visible to these corporates until the platform gain traction and momentum.

For the first one million customers, part of the initial phase and assignments to gifted individuals is to help the platform recruit up to 10 potentially gifted individuals from their communities who have similar profiles. Similar methodology can be used with the upcoming gifted individuals to scale up in the first five years. Utilizing technology strengths, every talented individual can have an individual educational plan that suits their developmental needs based on their previous experience, major, ambition, and self-assessment profile.

Building Trust and Platform Strength

Social networks on a platform can be a powerful tool for building trust and brand strength. TDP could plan to encourage users to generate content, foster engagement, provide customer support, showcase brand value, and leverage influencers. Engagement and interactions through social networks can create a sense of community and shared values. TDP can showcase its brand value proposition to reflect quality outcomes and demonstrate its commitment to customers and making a positive impact. Marketing can be leveraged by partnering with influential individuals across various communities through its talent pool to promote the brand, build trust and brand strength.

TDP Services Differentiation

A customized journey on the platform is one of the competitive advantages for gifted and talented individuals. Empowering gifted and talented individuals across various age categories can have differentiated services based on the individual needs, age category, future goals, and market needs. For instance, students at the university level can learn about creativity and innovation, entrepreneurship, problem solving strategies, research skills, IT and advance technology courses, and personality and social development opportunities. In early career years, individuals can be offered, educational opportunities related to work environment that include for example, leading teams, project management, and emotional intelligence.

Switching, Multihoming, and Disintermediation Issues

TDP is a unique solution for the underserved market and social needs of gifted and talented individuals on one side and corporations in need of those talents on the other. No single platform can offer the learning, social, innovation experience that empowers like-minded individuals and links them to the proper market. The issue of switching and multihoming is not a concern for scaling and retaining a position in the market. The targeted population of gifted and talented individuals who are carefully selected and received a customized individual journey for free, whereby a strong network effect between talents, offering loyalty program, and complementary services could limit such option. With high traffic on the platform, AI can be integrated to design such a journey, making it difficult to imitate, copy, or disintermediate. Users may find it tough to switch or multihoming on TDP since they may build a full portfolio that grows over time.

Strength-of-Network Effect

The strength-of-network effect is particularly important for TDP and has mainly three effect sides: educational, social, and innovation.

- (a) TDP as educational platform where like minds gathered with a diverse backgrounds and demographics. This aspect of TDP is very important network effect function as accelerator of talent development and empowerment through direct and indirect interactions;
- (b) TDP as social platform relies on a large and diverse pool of talents to attract employers and provide value to job seekers. By connecting employers with a network of candidates, such platform can help companies find the best talent from around the various communities, while also providing job seekers with access to a wider range of job opportunities; and
- (c) TDP can use the variety of great minds to generate innovation. Top-tier human resources may be used to solve challenging problems on the platform.

Monetization and Sustainability

While there are mainly three sides on the TDP: users (Gifted and talented), content providers (partners), and content consumers (sponsors). The talents can be offered free subscription to the platform if they meet the platform criteria because they are the add value to the platform while they can also create a rich content to the platform. They can stay on the platforms and benefit from the services offered if they meet certain conditions within a limited time frame. Partners who are content providers can join the platform on a different business model. They can charge the platform the direct cost with the special rate discounts. However, the sponsors who are benefiting from the talent pool on the platform, are the proposed party to monetize the platform. Other sources of sponsorship can be pursued from interested partners.

A TDP can be monetized through various models, including subscription, service-based fee, advertisement, commission, freemium, sponsorship, and data sharing. Subscription model charges users a recurring fee to access premium content or services. Advertisement generates revenue from ad clicks. Commission model takes a percentage of revenue generated by transactions on the platform. Freemium offers a basic version for free and charges for premium features.

Another monetization strategy could be through data usage. Data monetization can be used to generate revenue from the sale of user data to third parties. The platform could capture a unique data about users and partners whereby such data can be monetized. Although the platform has limited segment of the users, those who are talented minds, advertisement could not be a good option for such platform, however charging consumers based on job post or vacancies to such targeted audience is a mean to make money.

Other Sources of Revenues

Advertising on TDP can be an attractive option but also could have drawbacks to users. Advertisement allows the TDP to generate revenue without directly charging users by selling space to companies for recruitment, job post, innovation campaign, or internship vacancies. Such revenue could help lowering the TDP operation cost, provide a revenue stream, and engage users with partners. However, it might discourage users from fully engaged on the TDP.

Conclusion

In conclusion, in the 4th revolution, corporations must harness and utilize their inventive collective intelligence to grow the knowledge-based economy. Gifted and talented individuals excel in their fields compared to others, but identifying and selecting top human capital and empowering them with the necessary skills is crucial. In the age of advanced technology, gifted education must transition to digital platforms to help talented students grow. A talent development platform (TDP) may focus on research-based talent systematic identification, talent development and empowerment via varied interactions, and invention through brilliant minds' collective intelligence. TDP can address challenges such as limited growth possibilities, limited exposure, and lack of access to community-class educational materials. Using technology strengths, every talented individual can have an individual educational plan that suits their developmental needs based on their previous experience, major, ambition, and self-assessment profile. TDP can offer a unique solution for underserved markets and social needs of gifted and talented individuals. It provides customized journeys for these individuals, offering them a personalized experience based on their individual needs, age category, future goals, and market needs. Monetization and sustainability are key aspects of TDP. Users (gifted and talented), content providers (partners), and content consumers (sponsors) can contribute to the platform's success. Monetization models include subscription, service-based fee, advertisement, commission, freemium, sponsorship, and data sharing monetization. In sum, a TDP offers a unique solution for underserved markets and social needs.

Acknowledgements

The author would like to extend appreciation for support rendered by the King Abdulaziz Foundation for Giftedness & Creativity [Mawhiba] and Imam Abdulrahman Bin Faisal University for this program. Their assistance and support made it possible to carry out this paper and research. The author value their dedication to improving the quality of the gifted program and their steadfast commitment to strengthening research and assessment efforts.

References

- Augustine, N.R. (2011). Educating the Gifted. *Psychological Science in the Public Interest*, 12, 1 - 2.
- Frydenberg, E., & O'Mullane, A. (2000). Nurturing talent in the Australian context: A reflective approach. *Roeper Review*, 22, 78 - 85.
- Gallagher, J.J., Harradine, C.C., & Coleman, M.R. (1997). Challenge or boredom? Gifted students' views on their schooling. *Roeper Review*, 19, 132-136.
- Glory, J.S., Nalina, E., Y, S., & Prasad, D. (2023). Enhancing Holistic Education through AI-Integrated Learning Environments: A Comprehensive Framework. *2023 International Conference on Research Methodologies in Knowledge Management, Artificial Intelligence and Telecommunication Engineering (RMKMATE)*, 1-5.
- Karnes, F. A., & Shaunessy, E. (2004). The application of an individual professional development plan to gifted education. *Gifted Child Today*, 27(3), 60-64.
- Leavitt, M., & Leavitt, M. (2017). Envisioning the Journey: Conceptualizing a History of Giftedness. *Your Passport to Gifted Education*, 3-17.
- Muratori, M.C., & Smith, C.K. (2015). Guiding the Talent and Career Development of the Gifted Individual. *Journal of Counseling and Development*, 93, 173-182.
- Subotnik, R. F., Olszewski-Kubilius, P., & Worrell, F. C. (2011). Rethinking giftedness and gifted education: A proposed direction forward based on psychological science. *Psychological science in the public interest*, 12(1), 3-54.

Contact email: omuammar@iau.edu.sa