**World PR Report: Talent Is Still A Challenge, Industry Is Still Not Rising To It**

The biggest talent-related challenge, respondents said, was retaining key talent, cited by almost half (48%) of those surveyed. A third (33%) said they were challenged by training and developing junior and mid-level staff, while almost as many admitted difficulties in hiring mid-level staff (32%) and finding people from non-traditional backgrounds (30%).

***The Holmes Report***

<https://www.holmesreport.com/latest/article/world-pr-report-talent-is-still-a-challenge-industry-is-still-not-rising-to-it>

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