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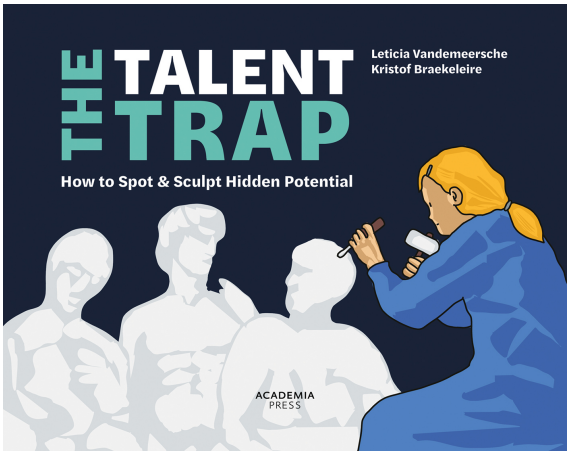

The Talent Trap

How to Spot and Sculpt Hidden Potential

Leticia Vandemeersche

Kristof Braekeleire

ISBN	9789020999501
Publisher	Lannoo Publishers
Binding	Paperback / softback
Territory	World excluding Benelux France, Switzerland & Scandinavia
Size	240 mm x 170 mm
Pages	296 Pages
Name of series	Academia Press
Price	£40.00

- A sharp and refreshing model for working with High Potentials
- Practical tools including the P.A.C.E. method to keep talent visible, relevant, and connected
- Stories, insights and real-life examples that inspire and activate, without relying on HR jargon
- For managers and team leads looking to create support structures, and foster a culture of growth that goes beyond old-school HR thinking

Why do so many organisations struggle to let their high potentials truly shine? ***The Talent Trap: How to Spot and Sculpt Hidden Potential*** offers a fresh and practical approach to detecting, developing, and deploying talent with more impact and more humanity. With the P.A.C.E. method as your compass – not a rigid model, but a flexible framework – you'll learn to recognise the potential that conventional and more fixed career programs often overlook, and create the conditions for people to grow and thrive in ways that benefit both the business and themselves.

Kristof Braekeleire started drawing as a child and never stopped. Somewhere along the way he got into the tech business and spent twenty years at Hewlett-Packard, ending up working for the global headquarters in Palo Alto as a visual strategist. In 2017 he left HP to start up JIXSO, a visual facilitation business, known for accelerating change and helping clients reach success quicker. His lifelong experience of drawing with his background in business and technology, allows him to merge his passion for problem solving with his creative talent. He is the co-founder of the Visual Senseformers and partners with Visual Harvesting. During her 20-year career in education **Leticia Vandemeersche** observed the importance of motivating and intellectually challenging High Potentials and the lack of resources available for this in Belgium and the Netherlands. In 2018, she launched Oida to share her expertise – first with schools, parents, and later with strong students. In 2020, she published her first book, "*Sterke leerlingen in de klas. Basistools voor verrijkend lesgeven"* (Gompel & Svacina). Soon after, she shifted her focus to adults and businesses, where demand was equally high. She now helps organisations identify and develop all types of high potentials, as well as managers and business leaders in how to detect, coach and retain their HiPo's. She also supports high potentials directly through her HiPoAcademy.

Published 18th Sep 2025