Growing your Business means Crowing your People

Career development delivers real results

Engaged
employees tap
underused time,
talent, and attention
and contribute at
higher levels.

Effort

70% of
employees
believe that one
of a manager's
fundamental roles is
to support career
development. (Blowing
Your Millennial Mindset Study)

Employees
would stay at a
company longer
if it invested in
their careers.
(LinkedIn Workforce
Learning Report)

Retention

Managers
who
effectively
develop
employees
drive 25% more
performance than
their peers who don't.

Performance

(Corporate Leadership Council)

Engagement

Employees who
feel managers are
invested in them as
people are more
engaged. (Gallup's
State of American
Manager Study)

Satisfaction

There is a direct link between job satisfaction and career development. (Korn-Ferry)

Talent

'Growth,
learning and
career' are
twice as
important as
'salary' to
prospective new
employees. (Josh Bersin)

Reputation

Customer satisfaction is a reflection of employee satisfaction.

(Frederick Reichheld, The Loyalty Effect and Loyalty Rules)

What's at the ROOT of these results?

Conversation

Ongoing dialogue creates a growth culture and infuses a career development focus in routine interactions beyond annual talent activities.

Experiences

No promotion doesn't mean no development when you introduce stretch assignments, visibility, and other growthoriented challenges into one's role.

Accountability

Build ownership for career development by letting employees take the lead, set the direction, determine the pace and manage next steps.

Learning

Model and encourage developing the discipline of reflection to extract maximum insights and benefit from developmental activity and daily life.