

10 TIPS FOR BUILDING A CAREER DEVELOPMENT PROCESS



1. **Clarify the concept.** What does career development “look like” for your organization? Ensure a common language and shared understanding of expectations.
2. **Metrics matter.** Establish a baseline (e.g., retention/attrition/engagement rates). Set quantitative (e.g., 15% increase in engagement by...) and/or qualitative (e.g., every employee has had a focussed career conversation/set a career goal). Be prepared to make your business case for a career development initiative.
3. **Convince key players.** Whether executives, managers, or influential employees, ensure you have “buy-in” from key players. Get them excited, garner their support, and enlist them to spread the message.
4. **Culture shifts slowly.** Regardless of the level of excitement, it takes time to change your organization’s culture; plan for the long-haul. Not every person will buy-in right away; some never will.
5. **Choose a champion.** Have a career development “go to” person, someone who will champion the cause and have time to make it a priority. Don’t expect a great career development initiative “off the side of his/her desk.”
6. **Communicate constantly.** Keep the message of career development “front and centre.” Use company newsletters, Intranet, blogs, Tweets, video messaging, town hall meetings – whatever it takes to spread the word.
7. **Dream big. . . start small.** Strive for a comprehensive suite of services but don’t take on more than you can manage at the outset. Start small; build as you go.
8. **Bridge the silos.** The field of career development has a rich history with amazing work being done around the world. Strive to connect with career development specialists to get support, share innovative solutions, and stay informed about new tools and resources.
9. **Career coaches are made, not born.** Don’t expect supervisors and managers to have career conversations without support. Train staff tasked with supporting employees’ career development and provide them with easy-to-use resources.
10. **Clarify responsibilities.** Your organization needs to communicate changes in vision, mandate, and strategic plans; career development initiatives must evolve to fit. Managers need to support employees’ career development goals and employees, including you, must drive their own careers – keep current!



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