

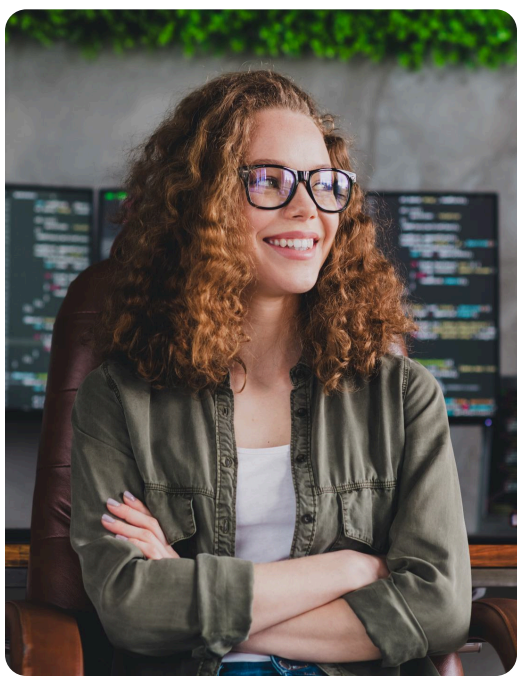
Career mapping

A guide for talent leaders



Career mapping, or career pathing, is a way to show employees how they can progress within an organization to reach their career goals. Providing structured pathways for professional advancement is a great way to attract and retain top talent. And not only that, career mapping is also a powerful strategy to future-proof your organization's workforce in a rapidly changing landscape.

Benefits of career mapping



Higher employee retention: Employees often seek work elsewhere so they'll have more opportunities to advance their careers. By establishing clear paths for progression within your organization, you empower them to grow professionally without having to leave, so you retain more quality employees.

Clear goals and expectations: With career mapping, as employees move forward, they know what they need to do to grow in their role and get promoted, fostering a sense of purpose and accountability. Organizations can also work with employees to create goals that align with the future vision of the company.

Increased employee morale: When employees know they have a clearly defined future at a company, they may feel more satisfied and productive at work. Boosting employee morale can create a better work environment for everyone. This can also contribute to a more attractive employer brand.

5 steps to creating a career map

1 Meet for a career planning discussion
Plan a time to meet with each employee to hold a career planning discussion. Before the meeting, have each employee fill out a self-assessment sheet that goes over their skills, abilities, and previous experiences and accomplishments. Additionally, have the employee identify their main goals and interests.

2 Work through a self-assessment
During your meeting, work through their self-assessment sheet together. Have them explain each component and elaborate on anything that stands out. Then, talk to them about their current role at the company. Ask them which parts of their job they like the most and if there is anything they would like to change.

3 Look at the employee's career goals
After learning more about your employee, spend some time talking about their career goals. Ask them the following questions:

- Where do you see yourself in a year?
- Where do you see yourself in five years?
- If you could do anything at this company, what would it be?
- Is this company helping you reach your current goals? If not, what could we do better?
- What skills do you hope to develop while working here?
- What does your dream job look like?



4 Find positions within the company that fit their goals
Based on their responses, think of positions or responsibilities at your company that would align with their career goals. This could mean they want to move vertically within the company to a leadership position. You may also find that based on their interests, they would be more satisfied moving laterally to a different department or team within the company.

While discussing different positions, inform them of everything each role entails. This includes the workload, job duties, responsibilities, and potential co-workers. Be transparent about what they should expect and look forward to.

5 Create an individualized career map
Once the employee decides how they would like to progress at your company, create a career map that will help get them there. This includes goals they should work towards and the skills they need to develop. Create a realistic picture of how long it would take them to get to this next step in their career. For example, if the position they eventually want is currently filled, be transparent about possible timelines, or suggest alternate roles that could help them achieve their goals.

Career mapping: frequently asked questions

What types of companies benefit the most from career mapping?

Larger companies tend to benefit more from career mapping since there are more positions and opportunities for employees to move around. Smaller companies with plans to expand can also benefit since leadership can create new positions based on employees' skills and goals. To make career mapping successful for your business, indicate the different levels and departments within your company when you meet with your employees. In addition, create a clear set of criteria for ways employees can move between these levels and departments.

Are there any challenges with career mapping?

One challenge can be employees who do not wish to progress within the company. They may simply be content in their current role. In this case, allow the employee to continue to work in their role without pressure to move within the company. Continue to meet with them periodically to see if they have new aspirations or if they are still happy with their current responsibilities. Another challenge can be the time and resources required to implement and maintain a robust career mapping program; however, the long-term benefits in retention and talent development far outweigh these initial investments.

Can a high-level employee benefit from career mapping?

Almost every type of employee benefits from setting goals and expectations in their position. Even if a high-level employee can't further advance in the company, they can still grow in their role and become a better leader. Career mapping can help them refine their strategic impact and continued contribution at the highest levels. This ensures that even top-tier talent continues to be developed and retained.