

# Six Ways to Support Employee Career Advancement



Leading employers know that it is essential to support the career growth of their employees. Talented team members want to work for a company that invests in building their skills and knowledge to further their careers. There are many ways to support employee career advancement. Employers who fail to do so risk undermining employee morale and productivity by leaving talented workers feeling undervalued. Ongoing failure to support your employees means your company risks losing unhappy workers to competitors. To begin the new year, consider supporting your team's professional growth by putting these strategies into place.



## Take A Personal Interest in Career Goals

Managers should have frequent communication with the individuals on their team. This will help you understand where your employee thrives, where they can grow, what burns them out and give you insight into their career aspirations and expectations. This kind of manager support can improve employee morale and, in turn, increase productivity and job satisfaction.

Managers can help employees better visualize their future at the company by developing a career plan. Together, you can help your team identify the specific milestones their career journey will need to reach their next desired level and the resources you can offer to support their development. In addition, frequent and consistent communication from direct support about career advancement steps helps your team feel more engaged.

## Promote Training and Development

Training and continued education opportunities encourage employee career growth. In today's workplace, many companies use virtual learning platforms. For example, online platforms such as LinkedIn Learning provides video courses that you can use to learn new skills or brush up on an industry/topic.

In addition to nurturing individual needs and developing specific skills, help your employees discover new industry trends. You can hold lunch-and-learn sessions with videos featuring external or internal guest speakers - this is a cost-effective method that's easy to arrange. Also, reinforcing skills and creating opportunities for professional growth provides employees with the necessary time and flexibility to engage in industry events. Encourage them to share what they learn at these events with their colleagues.

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## Develop a Mentoring Program

Establishing a formal mentoring program is one of the smartest moves a company can make not only for workers' personal and professional growth but also for the company's long-term success.

Great company mentoring programs have benefits for both parties. Senior staff members can offer hard-earned insights and professional guidance to less experienced colleagues. A less experienced colleague can teach senior staff members new technological advancements or a fresh perspective on business ideas. Mentoring relationships are incredibly valuable sources of knowledge for all employees across your organization.

## Promote Cross-Training

Cross-training your employees to do a couple of jobs in a department that is not their own can help them keep their day interesting and continue to be productive. This will increase your employees' current level of knowledge and skill and help them gain a broader perspective of the organization, and build a foundation for further career advancement. They will develop more appreciation for their colleagues' duties and better understand the company's overall mission.

Regular cross-training among employees can also help teams work together more effectively and build a stronger rapport. And the organization will benefit from having a more well-rounded workforce.

## Promote Work-Life Balance

For career advancement, there's no need for your employees to work only in their professional roles; a healthy balance of work and personal time can help them achieve success. As an employer, encourage your employees to efficiently manage their time well so they can pursue their interests outside of work. This is especially important for remote workers who may find it difficult to separate personal from professional life.

A proactive approach to managing your team's well-being can also prevent burnout in your employees. By implementing flexible policies, you will enable employees to balance the demands of their jobs and their personal lives. You'll work with your employees to ensure they have time to do their jobs, attend to personal needs, and participate in career development activities.

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## Show Them the Big Picture

Don't assume your employees can see how their work adds value to the organization. Instead, be proactive about letting them know how their efforts positively impact your organization's bottom line. Make sure you regularly update team members on how the company is doing in relation to critical objectives. And make sure you acknowledge individual employees for their specific achievements that are helping to drive the company toward those goals.

As a leader, you can help your employees achieve their goals by letting them know you support them. Whether your team works remotely, in the office, or a hybrid work model, you can still prioritize employees' professional development and career advancement. Encouraging career growth and development can help keep workers satisfied and committed to your organization's mission. It can also help position your company to be even more competitive.

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But what's more, we get to know people. From employers hiring to candidates looking, we take the time to listen and learn. We hear your likes, talents, and needs. We gain an understanding, and with it, we're able to facilitate lasting relationships between businesses and people.



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