



**A dynamic, AI-powered  
approach for employee  
growth and development  
that improves retention**

Data-driven strategies to help your organization close talent gaps and boost employee satisfaction

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# ZACK'S STORY



## Aspiring to my dream job

Nothing beats the rush of smacking that ball just right and watching it fly across the court. I'm at the park for my epic weekly pickleball match with my friend and co-worker, Johan. For me, it's a great way to take a break during the workday and get in some healthy competition.

We're enjoying a breather between games when I tell Johan about my dream job—portfolio manager. Though I like my current job as a financial analyst, I'm ready for more. He smiles and nods, encouraging me to go for it. He knows that I'm a hard worker with a great track record at our company. We talk about the things I can do to take this next step in my career.



## An automated reminder to review my skills

I check my phone and see an alert from Teams. It's a reminder for me to review my skills list in the personalized employee portal. The link takes me to my list of skills, and I add proficiency levels to each one: statistical analysis, Microsoft Excel, financial modeling, etc. The skills review process is customized just for me—no extra work required. I'm amazed at how easy it is to check my skills and add my proficiencies. Now that I'm done, it's time to finish my match with Johan and get back to business.





## Dissatisfied with the path at my last job

It's no surprise to me that more than 50% of employed workers say they are watching for or actively seeking a new job. I remember at my last company, getting ahead wasn't easy. Internal job listings were hard to locate, and I felt like I didn't have much support for my career development. Even when I found an open job and applied, I had to upload my resume into the system and spend a lot of time filling out forms—it just wasn't efficient.

Once, I was rejected for a position that was basically identical to what I was already doing. I was told that I lacked the required skills, but they couldn't give me detail about what I was missing. And that's when I started applying for jobs at other companies.



More than 50% of employed workers say they are watching for or actively seeking a new job.<sup>1</sup>

<sup>1</sup>[Half of Your Employees Are Looking to Leave, Gallup, July 23, 2023](#)

## The career growth app has everything I need

Back at the office, I realize that although I updated my skills, I'm still not sure which ones are necessary for me to become a portfolio manager. I've heard that the average life of a skill is about 18 months. Are there any new skills I need?

I go to my company's career growth app in the employee portal. I love this AI-based self-service tool: It's a handy place for me to access a wide range of personal development resources, all in one location. The tool, tailored to my journey, is my destination for the support and guidance I need to achieve my professional goals.





## An aspiration to define my career plan

When I'm in the career growth app, I see smart suggestions and task reminders. It's reassuring to have the app as my own personal career coach, helping to drive my career aspirations and stay on top of my professional development. I read online that 75% of workers say that they are more likely to stay with a company that offers continuous learning and development. It's definitely true for me.

I add my aspiration to become a portfolio manager into the career growth app. Creating an aspiration is exactly what I need right now. I want to grow into the new role of portfolio manager, and this will help define my plan.



More than 75% of workers say that they are more likely to stay with a company that offers continuous learning and development.<sup>2</sup>

<sup>2</sup>2022 Workplace Learning & Development Trends, Society for Human Resource Management

## The path becomes clear

With the aspiration in place, the career growth app recognizes my current skills and shows me the additional skills I'll need. This is a much better tool than the ones I've used at other companies. It guides me through the information so I can clearly see the path I'll follow to become a portfolio manager.

Plus, I can easily set the time frame for my aspiration and even select how I want to share it and with whom. I'll share it with Johan so we can talk about it after I beat him at pickleball next week.







## The whole process is fast and easy

So now it's official: I created an aspiration to become a portfolio manager. And my timing is excellent, since I have a growth conversation tomorrow with my manager, Andrea. I don't want to forget to talk about my aspiration with her, so I'll add it as a talking point to the agenda.

I feel like I've accomplished a lot, very quickly. From an automated message in Teams, I was able to update my skills, create an aspiration, and add it as a talking point to the agenda for my upcoming meeting with Andrea. The whole process to get on the career path to portfolio manager was fast and easy.

# ANDREA'S STORY

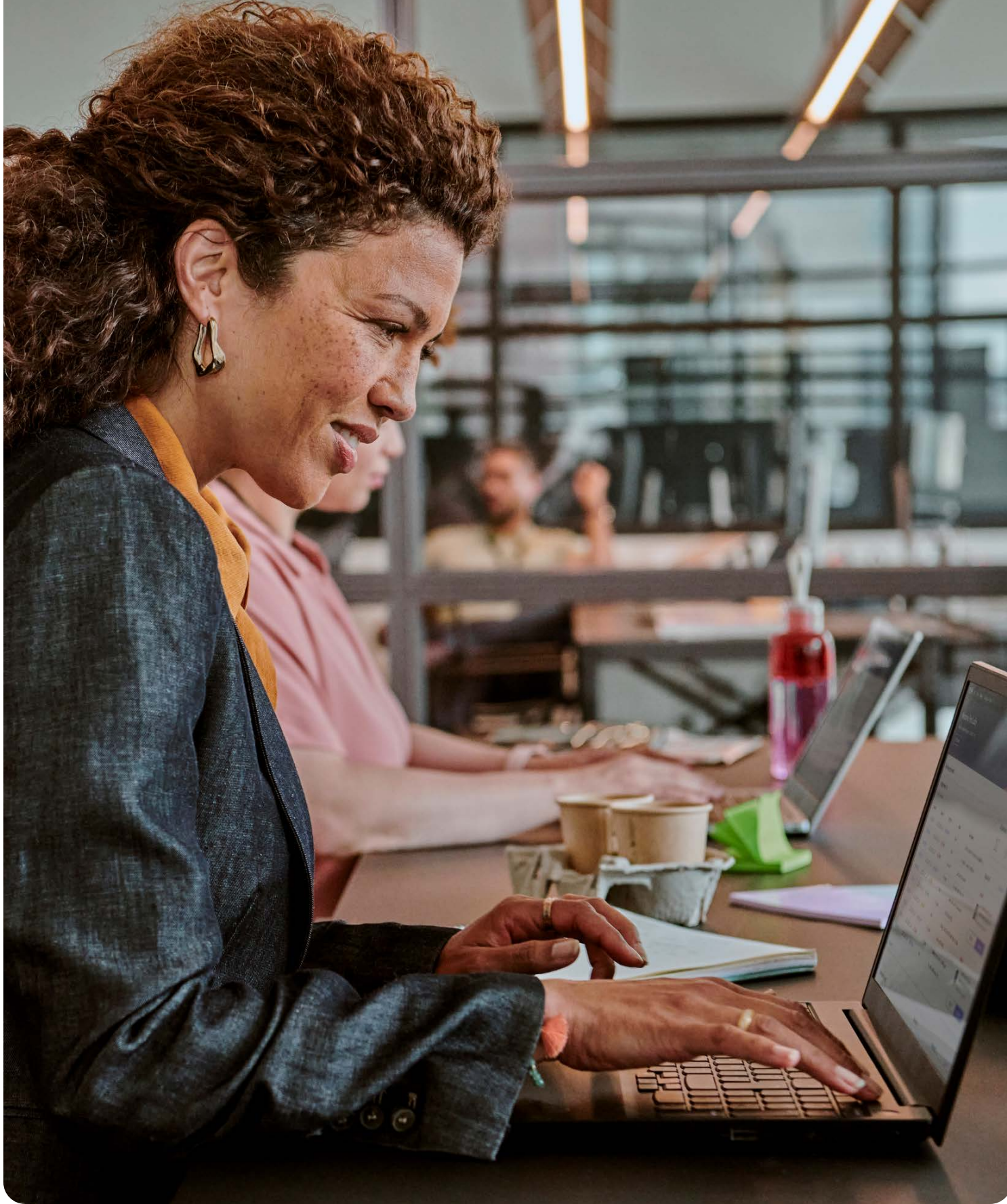
## Happy employees stay with the company

As a team leader, I'm constantly working to make sure my employees are growing and developing their skills, because I know that if they're happy in their jobs, they're more likely to stay with the company. And, to be honest, I hear that job openings still outnumber candidates by almost 2 to 1, so it's a better choice to develop the people I already have than to go through the hassle of the hiring process.



Job openings still outnumber candidates by almost 2 to 1.<sup>3</sup>

<sup>3</sup>The demand for skilled talent – 2023 hiring and employment trends, Robert Half



## Tracking employee development is a snap

A Teams message just popped up, reminding me of an upcoming growth conversation with one of my team members, Zack. Productivity tools in the manager area of the career growth app, such as automated alerts, make it super simple for me to oversee the development progress of each person on my team, especially since some of them work at another site across the country. It's like having a virtual assistant helping me with my day-to-day management responsibilities.



## All set for a productive conversation with Zack

In the manager area of the career growth app, I can find the tools and resources that I need to be a good manager—all in one location. It's a dedicated space with lots of helpful insights about my team, actionable tasks, analytics, and even coaching guidance during conversations with employees.

As I get ready for my growth conversation with Zack, the app provides me with an agenda that will help us have a successful discussion. What's even better is that I can see the aspiration Zack has added to his growth plan. With so many useful resources at my fingertips, I'm all set for a productive conversation. Our internal HR newsletter reported that more than 80% of companies plan to adopt education and workforce development technologies in the next five years—I love working for a company that's already doing it.



More than 80% of companies plan to adopt education and workforce development technologies in the next five years.<sup>4</sup>

<sup>4</sup>Future of Jobs Report 2023, World Economic Forum, May 2023



## A single, comprehensive view of Zack's growth

I take a moment to review Zack's skills: statistical analysis, Microsoft Excel, financial modeling. The skills look familiar since they are the same ones that Zack was asked to review and assess his proficiency in. I also take a minute to review some feedback about Zack included from a third-party feedback tool. This gives me a single, comprehensive view of Zack's growth in his role. I really appreciate that in the manager area of the growth app all these things are pulled together into one interface, shielding me from the craziness of navigating the myriad talent applications other companies use.

## Career aspiration turned into a plan of action

I'm impressed: Zack was so motivated by the development conversation we had about his career goals that he's already finished a growth plan to become a portfolio manager and is ready to get started. He told me it was easy to follow the step-by-step guidance in his area of the growth app to turn his aspiration into a plan of action.

In the career hub, Zack's growth plan includes learning courses and development opportunities—such as check-ins with some of our leadership team and conversations with his peers—to strengthen the skills he needs and set him up for success.





## Automated prompts help us stay on track

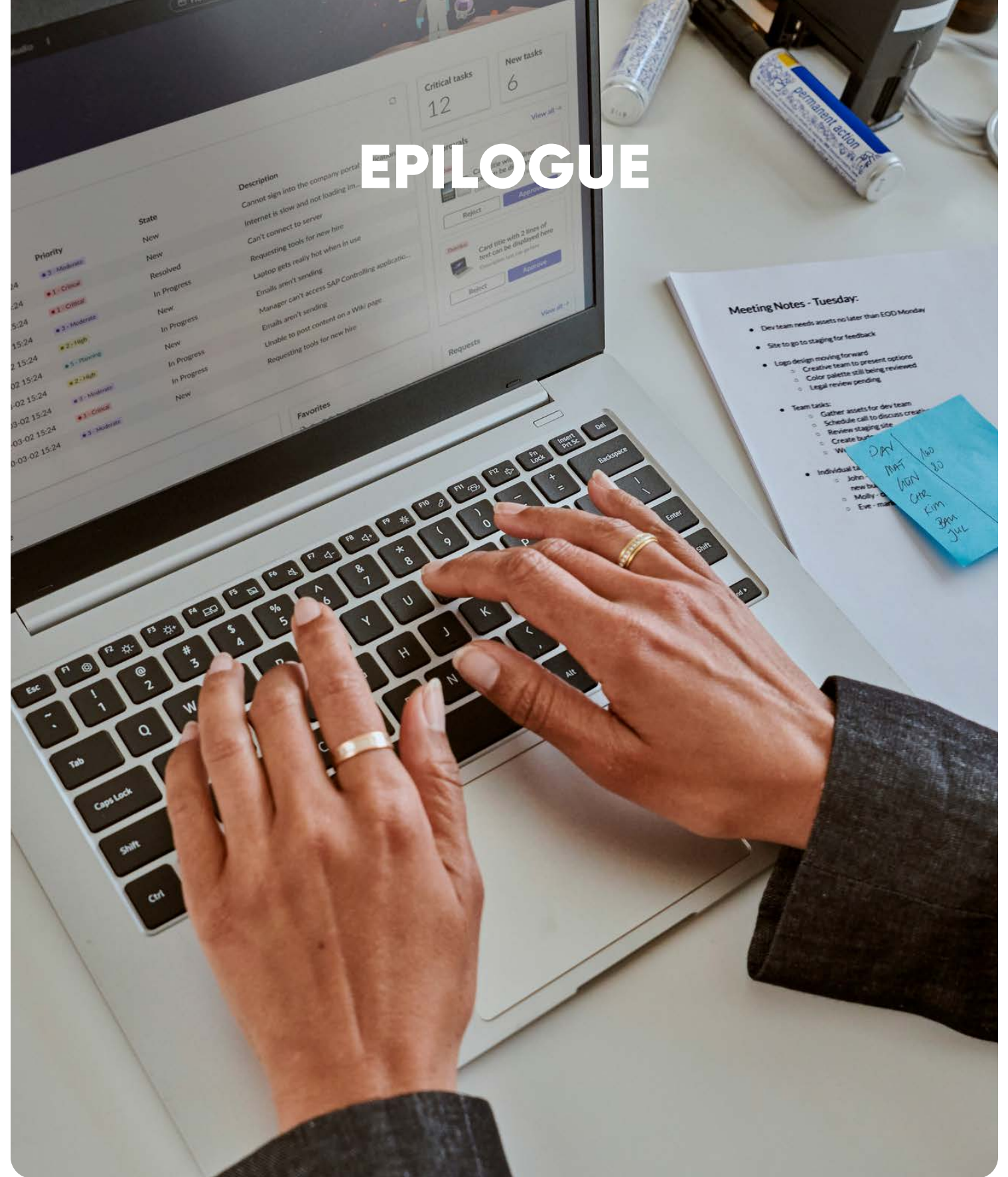
Of course, none of us ever intends to set a growth plan and then forget it. But sometimes in our hectic work environment, things happen quickly and we're in back-to-back meetings or working intently to meet an urgent deadline.

Fortunately, automated prompts from the career growth app—via text, email, or Teams—will help Zack and me continue our progress on his growth plan and integrate career development into the flow of our work. I'm glad to be able to help him get on track to achieve his dream of becoming a portfolio manager.

# EPILOGUE

## Close talent gaps, improve employee experiences, and increase retention

For a business to thrive, leaders need to enable their employees to grow their careers in equitable and dynamic ways. ServiceNow® Employee Growth and Development (EGD) offers employees a seamless and personalized experience, so they can easily navigate their professional development plans and propel their careers forward. And managers can enjoy a comprehensive toolkit right at their fingertips—from insightful analytics to timely task prompts—enabling them to coach their teams more effectively along their career paths and to greater satisfaction with the company. Using dynamic, AI-powered skills intelligence, you can embrace the future of workforce management to close talent gaps and improve employee experiences with EGD from ServiceNow.





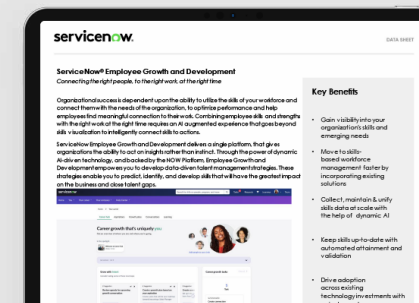
For a deeper exploration of ServiceNow solutions, we recommend the following content:



### Employee growth and development data sheet

If leaders don't focus on skills development, they risk losing talent to companies that do. Read this data sheet to learn more about the benefits of data-driven talent management strategies.

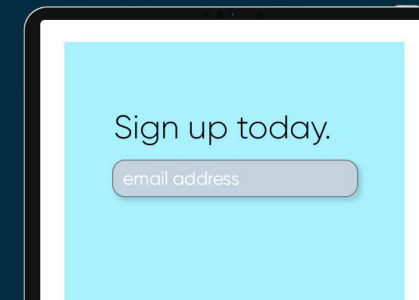
[Read Data Sheet](#)



### Future updates on employee growth and development

Help your organization better understand the strengths of its workforce and create a scalable skills strategy that closes talent gaps. Sign up for future updates on Employee Growth and Development.

[Get Updates](#)



#### About ServiceNow

ServiceNow (NYSE: NOW) makes the world work better for everyone. Our cloud-based platform and solutions help digitize and unify organizations so that they can find smarter, faster, better ways to make work flow. So employees and customers can be more connected, more innovative, and more agile. And we can all create the future we imagine. The world works with ServiceNow™. For more information, visit [www.servicenow.com](http://www.servicenow.com).

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