

Deliver great talent development experiences to fuel business growth

Learn how optimizing talent development can help drive retention at your organization



Doing more with less

As a talent leader, you are likely being asked to do more than ever for your company and its workforce, yet with fewer resources available to you. The pressure comes from every level:

- Business leaders want you to find ways to increase employee retention to save money and spur company growth.
- Managers are looking for help identifying skills gaps within their teams, facilitating relevant learning and development opportunities, and enabling fruitful career planning discussions.
- Employees are clamoring for clarity about their role and where and how they can advance within the organization.

Many companies approach the situation by investing in more and different talent and learning systems. According to Okta, organizations deploy an average of 93 apps to keep workers productive.¹ Not only does this make talent management and career planning difficult, but workforce productivity and performance drop and business financial health suffers.

"89% of HR leaders believe career paths at their organizations are unclear for many employees" and **"66%** of HR leaders agree career paths within their organizations are not compelling for many employees."

Source: Gartner® ebook, [Top 5 Priorities for HR Leaders in 2024](#). GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.

94% of workers say they would stay at a company longer if their employer invested in their careers.

Source: LinkedIn, [How Career Development Contributes to Employee Retention](#), 2023

A unified solution for talent development

Connecting disparate HR, learning, and development systems gives organizations the power to customize career planning to help individuals and the organization as a whole while maintaining efficiency and simplicity. A single career hub driven by AI and automation helps your organization make better talent decisions to reduce attrition, raise employee satisfaction, and produce better-performing teams.

With one career hub, your organization's leaders can gain talent insight into the overall workforce, allowing them to quickly

see emerging needs or gaps and augment existing teams appropriately. Your managers get insights into a team's skills, so they can align workers to the right work, determine if workers need to be upskilled or reskilled, and have fruitful career development conversations with their employees. And your employees get guided career journeys that increase their satisfaction and engagement.

Leaders, managers, and employees experience unique benefits from a single career hub.

Select a role below to learn more about solving growth and development challenges with a single career hub.

LEADERS

Use informed insights for smarter decision-making



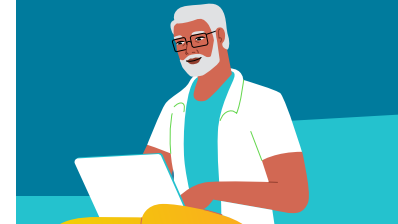
MANAGERS

Empower employees' career growth



EMPLOYEES

Plan and track career development with ease



Leaders: Use informed insights for smarter decision-making

Challenge

Leaders want insights to make crucial workforce decisions, but reliable data is scarce and difficult to gather.

Solution

For business leaders, the availability of talent is more strategically limiting to business performance than the availability of capital.² But leaders can't always find the necessary critical insights from multiple disparate, disconnected talent and learning applications. With a single connected platform, leaders can quickly gather actionable information to help them make informed decisions swiftly and confidently. The result? Leaders enhance business performance and unlock the full potential of their talent pool.

Payoffs

- On a unified career hub, leaders can:
- **Gain** insight into their organization's talent across the workforce and get AI-driven recommendations
 - **Identify** emerging talent needs or gaps quickly in relation to larger business transformation initiatives
 - **Make** smarter resource decisions to drive business growth and improve agility



"As part of our company's leadership team, I know that our people are our most important resource. So, reskilling/upskilling employees and improving employee satisfaction scores are top goals in our annual plan. At the same time, we need to have a steady finger on the pulse of our workforce capabilities and emerging trends, so we can pivot to respond to changes in the business climate.

"Adopting a single career hub was an important business choice for us. It really raised our ability to visualize talent needs across the organization. And with AI-based insights, we're making better decisions, much faster. As all good business leaders know, improving efficiency frees us to go after more strategic business opportunities."

Managers: Empower employees' career growth

Challenge

Managers need support so they can easily help employees navigate their career journeys.

Solution

According to Gartner, an average manager has 51% more responsibilities than they can effectively manage, yet managers are 1.4 times more likely to find their jobs manageable when their organizations take steps to simplify managerial tasks.³ When the career coaching process is simplified and automated, a manager's efficiency and job satisfaction are significantly enhanced and supported.

Payoffs

With a one-stop career hub, managers can:

- **Empower** employees to drive their own career growth and take meaningful action toward development goals
- **Use** AI-driven recommendations to create clear, personalized action plans and goal tracking with relevant learning and training content
- **Help** employees understand available internal career paths and chart a course to get the necessary learning, skills, and experience to achieve their goals
- **Identify** and align individual skills and aspirations with business goals to meet organizational needs



"As a manager, I see the single career hub as a superpower, right at my fingertips. It simplifies my workload by helping me guide employees in their career development by identifying relevant learning activities and tasks, which flow seamlessly into employee workflows. Since we implemented the hub, I have seen a steady uptick in employee engagement.

"It's not just about convenience but also personalized growth. The platform boosts my employees' career development journeys with AI-driven recommendations and guidance. Plus, I get unprecedented visibility into my team's skills and capabilities, helping me make educated decisions instead of relying on hunches."

Employees: Plan and track career development with ease

Challenge

Employees can't understand their options for career growth within their organization due to disconnected talent and learning systems that are difficult—or impossible—to navigate.

Solution

Today, 76% of employees are looking for opportunities to expand their careers,⁴ yet they increasingly hit roadblocks trying to get useful information from their manager or the company's disparate talent and learning systems. With a streamlined and personalized view of the career development process, employees are empowered to identify achievable business goals and chart a path to their dreams. Decreased red tape and aggravation about the process yield big benefits: a more positive work environment and greater employee satisfaction.

Payoffs

On an integrated career hub, employees can:

- **Use** a single platform that seamlessly connects siloed information from different systems for easy information gathering
- **Experience** personalized, guided, and trackable career development journeys
- **Monitor** career milestones, access learning resources, and explore new job opportunities from any channel



"The career hub is a game-changer for me. When I add a new career goal, the hub shows me the skills I currently have and the ones I need to learn for that new role. In my 1:1 with my manager, we use that information to create a growth plan that I can track, along with specific development activities to help me hit my career targets.

"This hub is like my personal information curator, gathering the content I need and giving me recommendations for learning activities during my workday. It keeps me from having to dig through different systems on our intranet. And as I complete learning activities, my new skills are verified and automatically added to my employee profile. It's been a very cool way to get ahead in my career, and easy too."



A unified talent development experience inspires productivity and growth

With the Now Platform[®] as the foundation for enterprise service delivery, ServiceNow is your trusted solution partner for hire-to-retire employee journeys.

ServiceNow[®] Employee Center provides departmental services, actionable content experiences, and unified system access all in one place. When you use Employee Center as the single spot for all employee experiences, you can minimize the number of portals employees must navigate for their necessary information and services.

ServiceNow[®] Talent Development is a seamless extension to the platform and provides workflow capabilities you may already be using today. Talent Development connects all your talent systems in the same way, so you can deliver personalized and guided career journeys for your employees.

BOOST EMPLOYEE RETENTION OR DRIVE GROWTH? YES.

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

3 steps to drive employee retention and business growth

Talent leaders are under pressure to improve retention and drive growth initiatives with fewer resources than ever. This ebook explores how automated career development guidance complements traditional talent management functionality.

Read Ebook



2 ways to boost employee output and cut HR costs

How do you improve productivity, encourage efficiency, and optimize your workforce while driving revenue and profitability? This ebook shares how a unified portal experience helps you do it all.

Read Ebook



A dynamic, AI-powered approach for talent development that improves retention

For a business to thrive, leaders need to help employees grow their careers. This ebook shares how to close talent gaps and improve employee and manager experiences using AI-powered skills intelligence.

Read Ebook



Notes

- ¹ Okta, *Businesses at Work 2024*, March 2024
- ² World Economic Forum, *Future of Jobs Report 2023*, May 2023
- ³ Gartner ebook, *Top 5 Priorities for HR Leaders in 2024*, GARTNER is a registered trademark and service mark of Gartner, Inc. and/or its affiliates in the U.S. and internationally and is used herein with permission. All rights reserved.
- ⁴ Zippia, *35 Key Employee Training and Development Statistics [2023]: Data + Trends*, March 9, 2023



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.