



# **3 STEPS** TO DRIVE **EMPLOYEE RETENTION** **AND BUSINESS GROWTH**

Streamline the talent development experience  
to strengthen your workforce



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# Boost employee retention or drive growth? You can do both.

Today's enterprise talent leaders are under immense pressure to do the seemingly impossible: improve employee retention and drive business growth initiatives with fewer resources than ever. According to a recent study: "Common challenges for HR leaders: 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, according to Gartner®."<sup>1</sup> The price of dissatisfied workers is high. Also per Gartner®, "On top of that, based on the average cost of replacing one employee and average attrition rates, an organization with 10,000 employees could spend \$16 million per year to replace employees who quit due to burnout."<sup>2</sup>

Most talent and learning management systems in the market today offer little insight into what career paths employees should take to reach their goals, leading to frustration and increased attrition. What's needed is a solution that delivers traditional talent management functionality as well as step-by-step development guidance for employees to manage their own career journeys.

### The state of talent development in enterprises

- **80%** of HR leaders view employee retention as a top priority over the next 5 years.<sup>3</sup>
- **51%** of employed workers are either watching for or actively seeking a new job.<sup>4</sup>
- **76%** of workers say they are more likely to stay if offered continuous learning and development.<sup>5</sup>

<sup>1</sup> Gartner, [Top 5 Priorities for HR Leaders in 2024](#), 2023

<sup>2</sup> Gartner, [HR Leaders Monthly: Focus on the Workforce: HR in an Uncertain Economy](#), 2023

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<sup>3</sup> HR Dive, [HR leaders report waning optimism around retention, engagement](#), December 14, 2023

<sup>4</sup> Gallup, [Half of Your Employees Are Looking to Leave](#), 2023

<sup>5</sup> SHRM, [2022 Workplace Learning and Development Trends](#), 2022

# Improve employee retention and productivity

Companies often try to boost their talent development capabilities by investing in new solutions. According to Okta, its average customer used 89 different apps to keep workers productive.<sup>6</sup> Attempting to navigate these disparate applications to glean career insights is often a losing battle.

A single career hub from ServiceNow® Employee Growth and Development (EGD) connects disparate talent systems so employees are empowered to drive their own career development from one place. They can build their skills profile, monitor career milestones, access learning resources, and explore new job opportunities, as well as establish personalized and guided career development journeys.

A new approach to career development is critical for driving retention and business growth:

## 98%

of employers with a skills-based approach to development are more likely to retain high performers.<sup>7</sup>

## 76%

of employees are more likely to stay with a company that offers continuous training.<sup>8</sup>

## 63%

of workers who leave their jobs say the reason was no opportunities for advancement.<sup>9</sup>

<sup>6</sup> Okta, [Businesses at Work 2023](#), February 2023

<sup>7</sup> Deloitte Insights, [Navigating the end of jobs](#), 2023

<sup>8</sup> SHRM, [2022 Workplace Learning & Development Trends](#), 2022

<sup>9</sup> Pew Research Center, [Majority of workers who quit a job in 2021 cite low pay, no opportunities for advancement, feeling disrespected](#), March 9, 2022

**In this guide, you will discover three steps to help you drive employee retention and foster business growth:**



### 1. Provide a career hub

Offer a single portal that delivers self-guided development journeys for employees.



### 2. Develop skilled people

Help managers and employees to create growth plans, discover learning content, and find mentors to drive their career journeys.



### 3. Make smarter talent decisions

Gain insight into the skills of your workforce to identify talent gaps and inform strategic business decisions.

## STEP 1

## Provide a self-service career hub

Delivering a single career hub to employees and managers is the first step in empowering self-guided career development. A career hub offers a direct pathway to increased employee satisfaction, improved worker retention, and business growth.

A successful self-service career roadmap might look something like this:

- **An employee has an aspiration such as becoming a sales representative, team leader, or director.** Using the career hub, the employee is quickly and easily presented with information about existing skills and the abilities needed to grow into the desired role.
- **An employee has meaningful conversations with the manager to talk about aspirations.** The employee and manager are assisted by AI-based recommendations—such as related discussion topics or additional resources—to help foster more informative career conversations.
- **Both the manager and the employee collaborate on creating a personalized growth plan they can track.** The plan has well-defined activities that lead to the achievement of career goals.

**A career hub offers a direct pathway to increased employee satisfaction, improved worker retention, and business growth.**

## EGD IN ACTION



### Healthcare company uses ServiceNow EGD to boost retention and ensure consistent patient care

An in-home healthcare organization selected the single-platform ServiceNow EGD solution to eliminate its multiple disparate talent systems. The company was able to streamline the career development experience for caregivers and clinicians, so they can better focus on patient care and are more likely to remain with the company.

Industry:

**Healthcare and life sciences**

Location:

**Irving, Texas**

Company size:

**25,000 employees**

#### The company has been able to:

**Ensure** consistent care by driving employee retention and growth

**Reduce** frustration about career growth progression and recognition

**Improve** employee experiences to ensure a happier, more committed workforce

## STEP 2

# Develop skilled individuals and teams

The key to successful and happy employees is empowering them to take proactive steps toward their career aspirations. ServiceNow EGD helps employees to turn aspirations into actionable growth plans using a personalized process. A tool helps them craft meaningful roadmaps backed by tangible, measurable goals.

What makes EGD truly unique is the integration of contextual data and AI-driven skills intelligence. This technology removes the guesswork from development activities and fosters collaboration with managers through mentoring, learning, and 1:1 meetings.

The power of meaningful mentor relationships can help you develop highly skilled individuals and teams. With ServiceNow EGD, employees can build connections that drive professional development and gain knowledge from mentors. The result is a more engaged, satisfied, and talented workforce.

**This technology removes the guesswork from development activities and fosters collaboration with managers through mentoring, learning, and 1:1 meetings.**

## EMPLOYEE'S EGD EXPERIENCE



Zack likes his current job as financial analyst, but he's ready for more. He's working with his manager to understand what steps he needs to take to land his dream job of portfolio manager. ServiceNow EDG helps Zack take the necessary steps for his dream to become a reality.

**"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 skills review process is customized just for me—no extra work required."**

**"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."**

[→ Read more of Zack's story](#)

**STEP 3**

## Make smarter talent decisions

AI-driven skills intelligence data is built directly into the ServiceNow platform, incorporated throughout the entire career development experience, and seamlessly surfaced to employees and managers. Because ServiceNow captures all relevant employee skills data as part of the career development experience, managers and leaders can use it to make better and more informed talent decisions in the future.

The ability to make smarter talent decisions can have a profound effect on your company's long-term health:

- **Increased employee satisfaction:** Employees who have visibility into and influence over their career path will stay with your company longer and contribute at a higher level.
- **Higher productivity:** Experienced, engaged employees work smarter and faster, leading to increased output, fewer errors, and a better overall work product.
- **Expanded growth potential:** Companies that effectively track and nurture employees' career advancement create a strong foundation for business growth. They also maintain a ready pool of high performers to tackle complex and transformative projects—helping the business grow and thrive.

**MANAGER'S EGD EXPERIENCE**

Andrea will soon be meeting with her direct report Zack to talk about his aspiration to move within their organization from his financial analyst role to portfolio manager. With ServiceNow EGD, Andrea has all the tools and resources she needs in one place.

**"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."**

[→ Read more of Andrea's story](#)



## Extend EGD automation at scale

EGD workflows from ServiceNow can move mountains of automation, elevating the employee and customer experience while driving efficiency across the enterprise. But chances are, you also have unique manual workflows and islands of complex technology that won't be covered by our packaged solutions.

Intelligent automation from ServiceNow is made up of key low-code tools and connectors to help you blaze the trails of automation between the mountains and ascend the highest peaks. You will have the end-to-end automation you need to quickly create custom apps and unify disparate systems. And that means faster innovation and reduced costs for your organization. You'll be empowered to:

- ✓ Expand your pool of AI-enabled developer talent to rapidly build low-code apps.
- ✓ Increase the productivity of your most skilled developers with the power of GenAI.
- ✓ Optimize manual or legacy processes to deliver extraordinary IT experiences.
- ✓ Connect any system, data, or document to ServiceNow workflows.
- ✓ Apply enterprise standards to govern app quality and data security.
- ✓ Uncover new automation opportunities and gain full visibility into operational health.

Respond faster to changing business needs in EGD on a single platform that connects people, processes, and systems with custom digital workflows.

[→ Learn More](#)

**5x more automation is enabled by market leaders vs. their counterparts.**

Bain & Company, [A New Dawn for Automation](#), 2020



### Expected outcomes from extending automation in the enterprise

- 20%** increase in revenue and pipeline
- 15** legacy apps consolidated onto one platform
- 40%** drop in manual transaction processing
- 4X** faster delivery of apps

Source: ServiceNow customer results from [case studies](#).

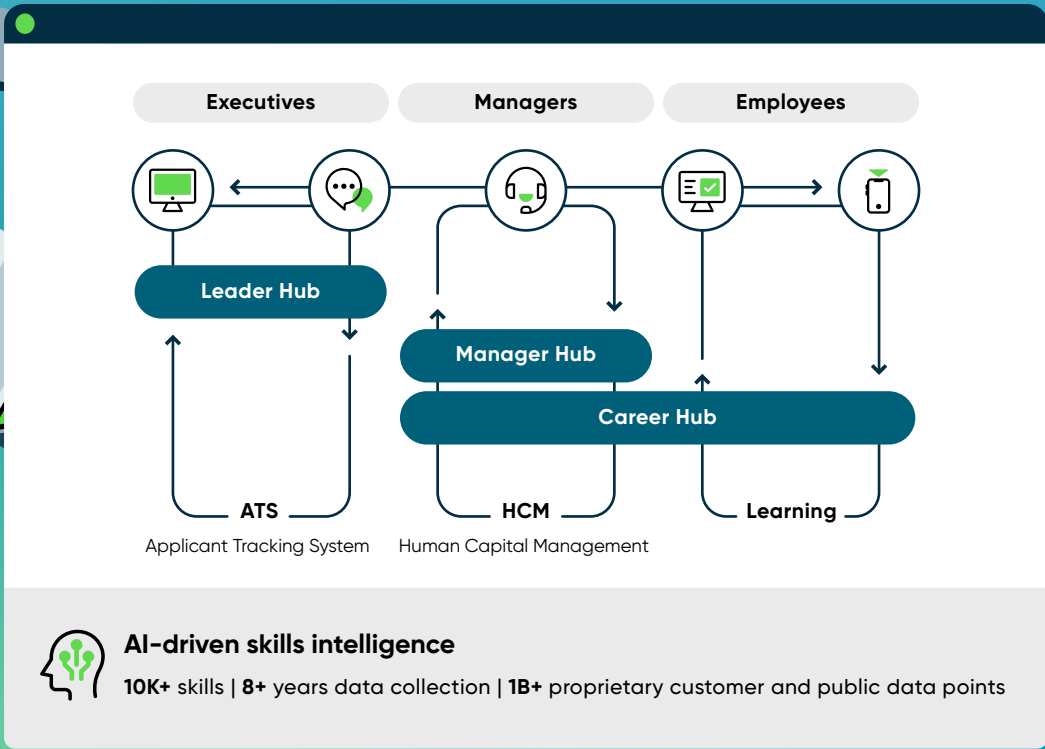
**Get even more value from service operations with the help of [a ServiceNow partner](#).**

# Fuel business growth by delivering an orchestrated talent experience

With ServiceNow Employee Growth and Development, you can drive higher retention and growth by streamlining the career development experience using a single career hub. ServiceNow EGD can help your organization address talent gaps, increase visibility into skill needs, and align career progress with aspirations.



- ✓ Provide a career hub
- ✓ Develop skilled people
- ✓ Make smarter talent decisions



[→ Learn More](#)

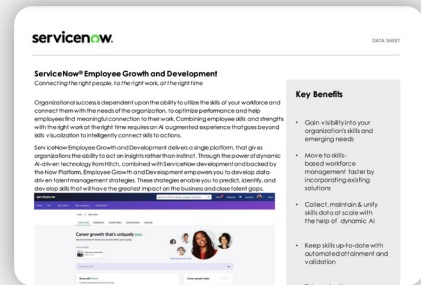


# For a deeper exploration of ServiceNow EGD solutions, we recommend the following resources:

## Connecting the right people to the right work

Read this data sheet to learn more about the benefits of data-driven talent management strategies.

[Read Data Sheet](#)



## Supercharging employee growth and development

Expectations about work and rewards have shifted. Read this ebook to identify four opportunities you can take to future-proof your workplace.

[Read Ebook](#)



## Data-driven strategies to close talent gaps

Two vignettes presented in this ebook demonstrate how data-driven strategies can help your organization close talent gaps and boost employee satisfaction.

[Read Ebook](#)



### 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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