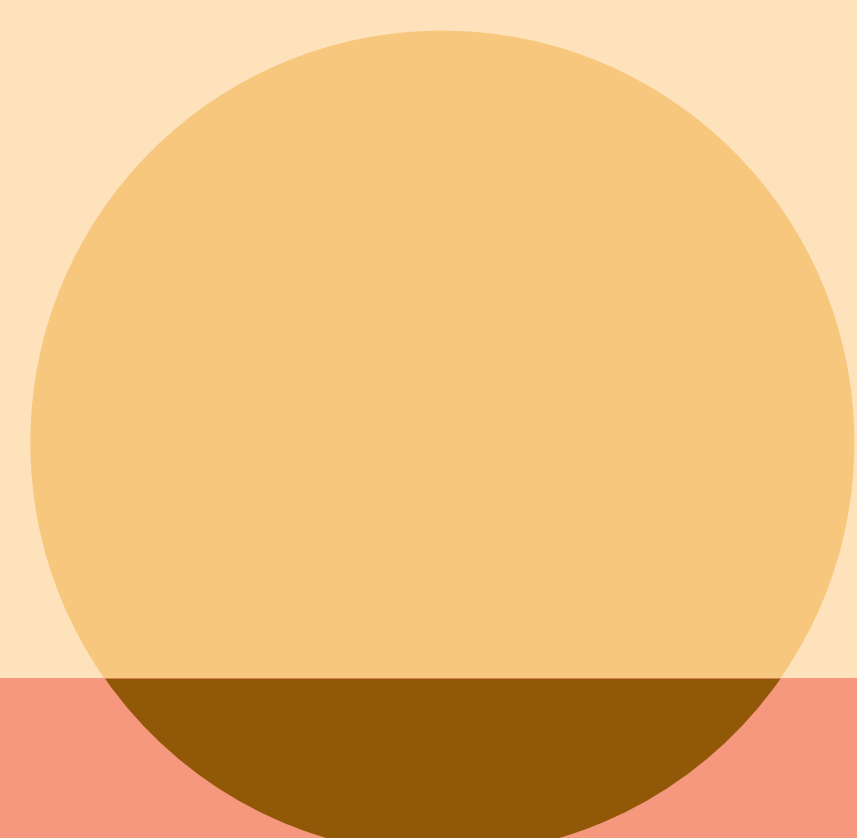


Support Career Mobility through LinkedIn

In supporting employee career development and internal mobility, your task is to align career aspirations with organizational objectives, while connecting skills with where they're needed in the organization. LinkedIn Learning supports you every step of the way.



01. Empower Career Development



During Implementation

Customize the ecosystem of Career Development features to reflect career pathways at your organization.

Why

Ensures relevancy for learners and it's easier than ever with our latest customization tools.

Post Implementation

Promote Career Development with your learners, encouraging them to not just develop skills, but also develop their careers.

How

Work with your peers across HR to promote this functionality during performance reviews, internal campaigns, etc.

02. Support Internal Mobility

Before Implementation

Align with internal stakeholders within HR on how to best support internal mobility at your organization. Also connect with your LinkedIn account team on the best way to supplement your existing tooling & processes (if in place) with LinkedIn Learning's unique offering.



For more than a third of organizations, internal mobility is shared between two or more roles and often includes the head of HR (WLR '24).

Post Implementation

Promote Internal Mobility with your employees, encouraging them to connect their skills with internal opportunities at your organization as well as with your recruiters to unlock a pipeline of qualified, internal talent.

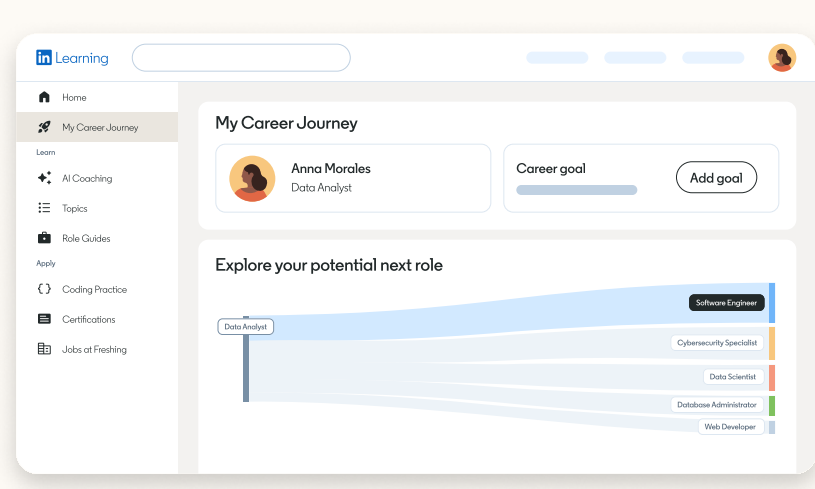


03. Unlock Employee Mobility

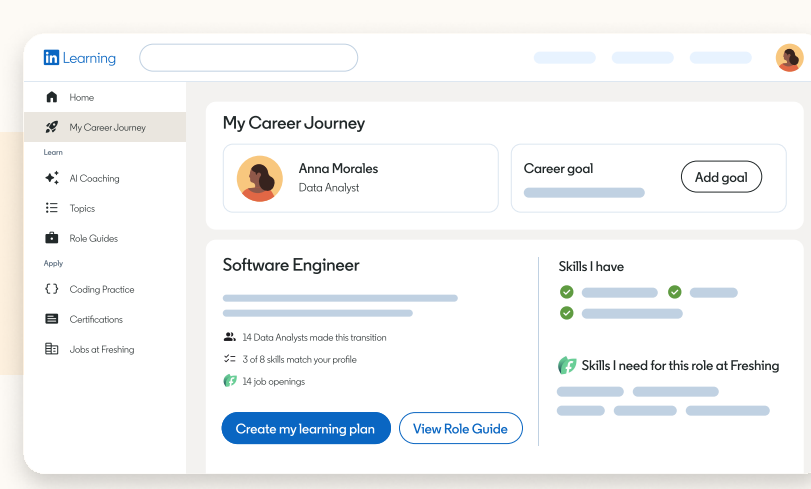
Enable employee mobility once you've customized and promoted your Career Development and Internal Mobility ecosystem. Here's one example career journey:



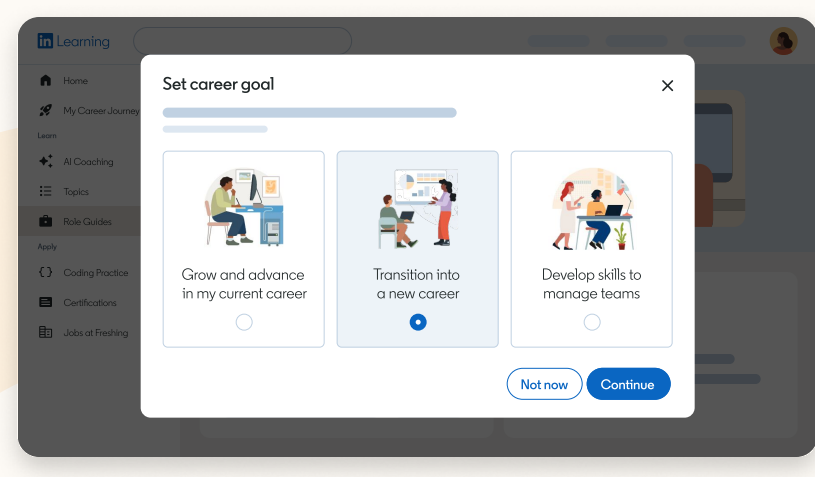
Anna is a data analyst but she wants to pivot into another role, she's just not sure exactly what's next.



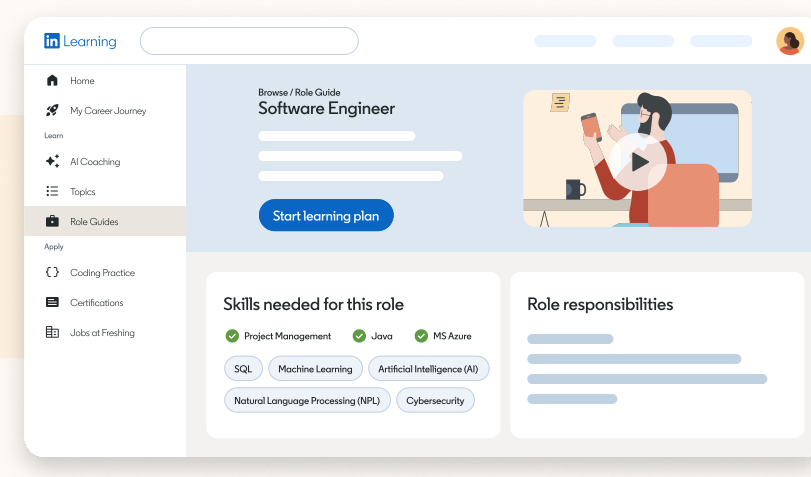
She heads to her skill development platform, LinkedIn Learning, and starts by exploring potential career paths that others in her role have taken in **Next Role Explorer**.



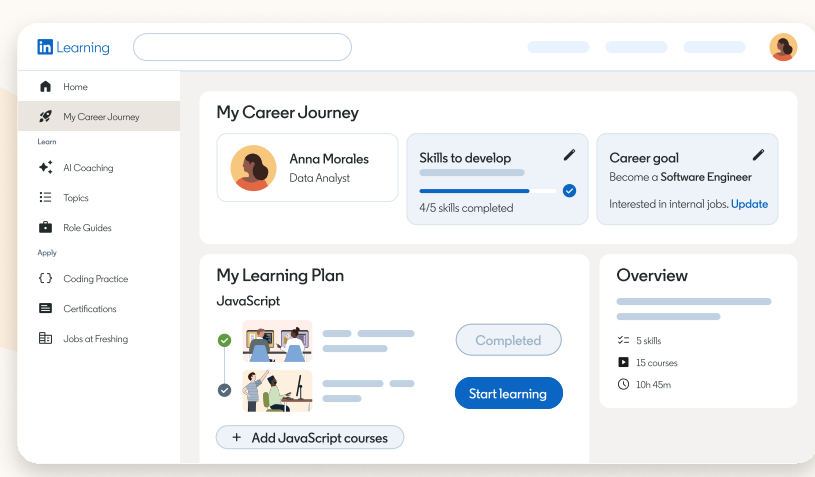
She wants to understand the skills and responsibilities for those roles so reviews their corresponding **Role Guides**. This helps her to determine that she's interested in becoming a Software Engineer.



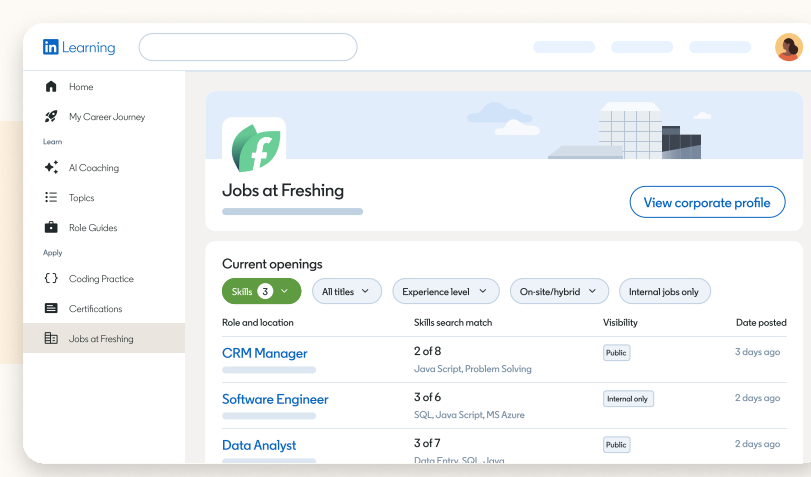
As she navigates there, Anna then sets a **Career Goal** to Transition to a New Career.



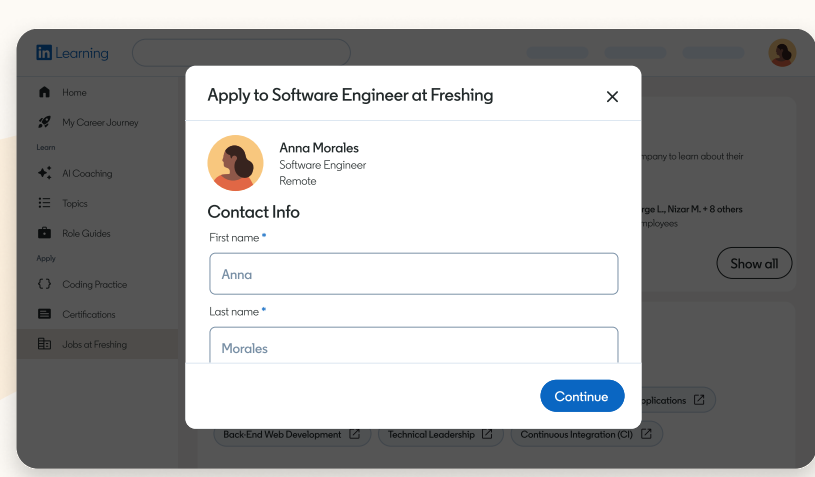
Anna proceeds to **Start Learning Plan** to access a curated learning plan that surfaces relevant content recommendations to help her pivot roles.



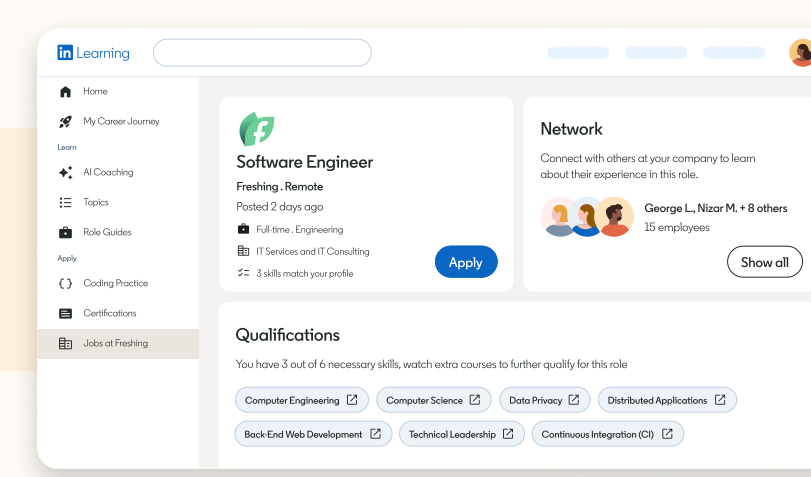
She goes on to complete her personalized **Learning Plan** to build the skills she needs to become a software engineer.



One day, when browsing **jobs at her company*** on LinkedIn Learning, she sees an open Software Engineering position.



She applies for the job through **LinkedIn**.



She studies the job description and determines she's a great fit based on her newly expanded skillset.



Workers who have moved internally have a **64% chance of remaining with an organization** after three years (source).

Internal hires cost **18% less** than external hires. (source)

They are **21% more likely to stay** after their first year of employment. (source)

Footnote:

- All features (with the exception of role guides) are only available LinkedIn Learning Hub customers
- *LinkedIn's internal mobility offering is only available to LinkedIn Learning Hub customers who also purchase LinkedIn's Hiring Solutions

04. Measure Career Outcomes

Post Implementation

Gain a deeper understanding of your employee's career aspirations, including their goals and interested roles, as well as the skills and certifications they're developing to advance their career to inform and refine your career development strategy.

Track the impact of your career development efforts over time and share your impact back with your leadership team to demonstrate value.

