

The rise of career champions



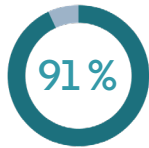
Organisations thrive on adaptable people and skills. Over a half of learning and talent development professionals in the United Kingdom see a skills crisis, with 57% of executives concerned about employees' skills. To address this gap, learning is critical but needs to be combined with career development, leadership training, coaching, internal mobility, and more. By investing in career development, employers in the United Kingdom can counteract the uncertainty that comes with rapid change by building loyalty, energy, and innovation for the next era of work. In short, great companies are built on great careers.

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Career development champions



33% of organisations in the United Kingdom are “career development champions”.



91% of learning and development (L&D) pros in the United Kingdom agree continuous learning is more important than ever for career success. Organisations that are career development champions outperform non-champions on a range of positive indicators. They're more confident in their ability to be profitable, and attract and retain talent.

Tip:

Organisations that are career development champions play a pivotal role in driving **continuous learning**, boosting employee engagement, and enhancing **talent retention**. Identify, nurture and empower individuals who are passionate about employee growth and have a track record of mentoring and supporting their colleagues, as this will help further position the organisation as a career development champion.

“By empowering employees with the tools and opportunities they need to **grow**, you can align their personal aspirations with the organisation's goals, creating a win scenario for all.”

Wai Bin Lai, Chief Commercial Officer, The Learning Performance Institute

The quest to capitalise

Future-facing organisations are embracing generative AI (GAI) adoption and career development as “a unified strategy for agility.”



Many career development champions view GAI as a competitive advantage that they can scale across their organisations. When combining GAI with career development into a single, cohesive approach, organisations can drive innovation, improve productivity, and foster a culture of continuous learning and growth.

Top three most common career development practices in the United Kingdom

1.	In-house training programmes	74 %
2.	Leadership training	64 %
3.	Mentorship programmes	51 %



Tip:

Identify gaps within your organisation around **GAI skills** and analyse employees' current skills and career aspirations. Then create tailored development paths that align with both individual goals and **organisational needs**. This will allow you to develop targeted training programs to bridge these gaps. By **upskilling**, you ensure that your workforce is properly equipped, whilst boosting employee engagement and retention.

“AI has the potential to enhance the way we work. We are leaning into ways that can help us curate and generate content at speed and leverage AI features that allow our workforce to access content/knowledge and practice core skills in seconds.”

Miranda Kofoed, Talent Performance Lead, Lowell

Making progress

Five talent foundations can accelerate career-driven learning.



- 1. Build the right skills, faster.** Organisations no longer need to choose between personalisation and scale of learning technologies. L&D professionals in the United Kingdom are leaning in to use GAI for their programs with 78% exploring, experimenting, or integrating GAI into their work. Check out the **Skills Playbook** for more tips and strategies.
- 2. Help people — and skills — move more easily.** Only 11% of career development champions in EMEA have a dedicated internal mobility leader. More needs to be done to demonstrate internal mobility's impact on employee retention and skill development. Check out the **Internal Mobility Playbook** for models, tips, and assessments.
- 3. Measure business impact.** 67% of EMEA career development champions used 'employee engagement' and 62% used 'retention' to measure the business impact of career development. Get more advice from the **Measuring ROI Playbook**
- 4. Empower managers to support employee careers.** Great managers champion career development and learning important skills that will enable employees to progress. 90% of L&D pros in the United Kingdom say human skills are increasingly important.
- 5. Inspire individual career growth.** Career development flourishes when employees feel in control of their careers. 82% of employees in EMEA agree that “Learning adds purpose to my work.”



Tip:

To measure business impact, record metrics like employee **engagement and retention** to evaluate the effectiveness of your career development initiatives, then regularly communicate these results to demonstrate the value of L&D programmes to the broader organisation.

“Work with stakeholders to define success in terms of performance improvements, such as faster onboarding, fewer errors, increased sales, or reduced time-to-proficiency.”

Wai Bin Lai, Chief Commercial Officer, The Learning Performance Institute

Tip:

In order to accelerate career-driven learning, encourage managers to have regular and **dedicated career conversations** with their employees. These conversations will enable them to champion learning opportunities that align with individual career goals and the business to create a motivated and skilled workforce. Ensure you continue to review outcomes, so that the learning programme remains relevant and effective in meeting both employee and organisational needs.



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