Career Navigation 2.0
Contents

HR Challenges ................................................................. 5
The Don’ts ........................................................................ 6
How we can help ............................................................ 12
Career Equation® ........................................................... 13
Case Studies ................................................................. 14
For Qualified Coaches ...................................................... 18
Testimonials .................................................................. 20
Let’s Connect ................................................................. 26
“We exist to reunite people with their gifts”

Erica Sosna, 2018
The world of work has changed.

Employees are on the move.

Engagement research tells us that employees want to talk about their careers in your organisation. Put simply, employees that can see a future will stay with your company. Those that can’t, will walk.

In the last 15 years, we have worked with hundreds of professionals worldwide, to develop tools that make career conversations a win/win for employer and employee.

Our new and improved Career Navigation 2.0 enhances employee retention and internal mobility in companies just like yours.

Our formats work around you.

Whether you want an inspiring talk, a practical corporate training, a hard copy book or a bespoke live web class for all your remote working employees, we can help.
Don’t get left behind

Career conversations are vital to your business strategy.

Here’s why:

An attractive employer brand means more than just a fat salary and fancy perks. The companies that stay close to the needs, aspirations and desires of their employees and respond to these intelligently, will remain ahead of the game.

Career conversations give you precious insight into the motivations and drivers of your people. As individuals we all define success differently. If you don’t know what success and fulfilment mean to your talent and adapt accordingly, they will find an employer who does.

We can help your people own their careers and articulate what they want out of work.

A career conversation is the fastest, easiest and most valuable way to engage with your people, drive productivity and become fit for the future.
In the UK, 84 percent of organisations reported that careers and learning was an “important” or “very important” focus for their business...

2 Don’t lose your best people

The war for talent has never been fiercer. Losing talent to the competition is a real business risk. And it’s expensive too.

People leave their employer because they can’t see a long-term future for themselves in that business. They haven’t found a manager, mentor or adviser that can help them construct a career plan.

Managers may shy away from career discussions for a number of reasons. Yet, your people want to talk about their careers.

And if they aren’t talking to you, they are talking to someone else. Recruiters. Headhunters. The competition. Why let a missing conversation cost you millions?

“Organisations who solve the employee engagement challenge can expect tremendous benefits, including: Higher Profitability, Performance, Productivity and Retaining of Top Talent - since turnover is reduced with engaged employees being 87% less likely to leave their jobs...”

Gallup’s 2013 State of the Global Workplace Study
3 Don’t miss out on the leverage opportunity

“The majority of professionals (87%) say success isn’t just about what you accomplish in your life, it’s about what you inspire others to do.”

LinkedIn Research 2018

Companies tell us they don’t want to talk careers because it will encourage a person to move or leave.

First, we want to say that a career conversation is an employee engagement tool. Instead of making your talent think of leaving, it actually increases their desire to stay.

Second, managers get nervous because they feel responsible for their employees’ career path. In fact, we want to tell you that each employee is responsible for their own career. Managers are there to support them to make the most of their opportunities, but are not responsible for their career success.
Third, **when you help your team to focus on what they want out of work, they find ways to get there.** With a personal target in mind, they can see how developing and delivering will help them achieve their career goals – and so they become more productive.

Last of all, we all want to discuss our careers with someone who cares. **It is useful to know as much as possible about your employees’ direction of travel, hopes and dreams,** so you can implement succession plans, reaffirm your talent profiling and find opportunities to stretch the intellectually curious.

A quality career conversation can make your people loyal advocates for your employer brand.
“It is a pleasure to work with Erica. She is always professional and dedicated in all her leadership strategies, she is totally focussed on client results and client experience.”

Danny Freedman, Global Management Development Director, Dassault Systèmes
Empower your employees by having the right career conversations at the right time.

We provide career consulting, virtual coaching and inspiring talks that deliver a performance uplift across all cultures and industries. We can help you improve your employee engagement and:

Re-define your career models and messaging so your people know what to expect and who to talk to about their professional growth.

Empower individuals to own and take charge of their careers and their mobility inside the company.

Build the capability of managers and coaches to have quality career conversations that will increase employee engagement, drive performance and enhance your employer brand.
The Career Equation®

We’ve made career matters our business for over 15 years.

The Career Equation® and the career tools that sit around it make it easy for managers and employees to have honest, uplifting and effective career conversations.

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\frac{\text{SKILLS} + \text{PASSION} + \text{IMPACT}}{\text{ENVIRONMENTAL FIT}} = \text{THRIVING}^\circledast
\]

This model provides you with a simple and elegant way to discover your ideal career path, to create alignment between the business goals and personal goals and put in place actions and plans that motivate, engage and inspire people.
Case study 1

THE CHALLENGE A well-known educational company is going through a restructure. Roles will be lost. New skills will be needed for the next chapter of the organisational story.

THE SOLUTION In partnership with L&D and the People & Culture community, we designed a series of interactive corporate training to help employees make empowered and informed choices and to prepare participants to either re-apply for new roles in-house, to secure an exciting opportunity outside the company or even to be their own boss.

THE INTENT To save £1m on voluntary redundancy costs for every 200 attendees.
Case study 2

**THE CHALLENGE** A creative and media agency wants to encourage its millennial population to own their careers and stay longer at the company.

**THE SOLUTION** Live online careers education, with a ‘festival’ feel, that gives each junior employee a career model to design their own unique career plan, build their network and take ownership of their success.

**THE INTENT** Reduce churn from 38% to 18% over 2 years.
Case study 3

THE CHALLENGE A non-departmental public body filled with technical experts wants to drive better employee engagement and internal mobility through timely career conversations.

THE SOLUTION A bespoke corporate training helps the senior team to immediately improve their ability and confidence in having career conversations and embeds a new best practice model.

THE INTENT Increase internal mobility by 10% and aid talent retention in the technical expert's community.
Case study 4

**THE CHALLENGE** A global financial services firm wants to equip its top talent with the confidence and clarity to manage their careers and grow their internal mobility.

**THE SOLUTION** Bespoke career development programme for high potentials alongside accreditation for internal Your Career Plan coaches, to build in-house career coaching capability.

**THE INTENT** Drive internal mobility for this population, with 25% taking new roles across the Group in the next 3 years. Increase uptake on internal coaching offer by 50% by the end of 2019.
In 2019, we launched our “Your Career Plan Accreditation” for Qualified Coaches.

This 3-day training accredited by ICF equips internal or independent coaches to work 1-2-1 with their clients using our “Your Career Plan” method and tools, including the unique Career Equation® model.

Our done-for-you worksheets, diagnostics and models ensure you have a robust, high-quality solution for career transition coaching. This programme delivers the following learning hours: Core Competencies - 17.5h, Resource Development - 6.5h. To learn more about this please contact us at team@ericasosna.com.

Trusted by:
Thank You!

ericaosna.com
facebook.com/ErIcaosnaOfficialPage/
twitter.com/ErIcaosna
linkedin.com/in/ericagosna/
“Erica was the inaugural speaker at our internal Learning and Development program, Swan School. She presented ‘How to be the Hero of Your Own Story’ to our team in an entertaining, useful and engaging way. Many of the themes presented were relevant to our working lives as well as outside the office, and I walked in the next morning to hear people still talking about the session. A great way to start our L&D program and will be recommending Erica to others!”

Lara Toovey-Roussel, Communications Manager, Black Swan Data

“Erica, I wanted to drop you a note to say thank you so much for taking the time to come and speak to our Engage group on Wednesday evening. I thought the topic was incredibly interesting, powerful and thought-provoking, not only for the group but for me personally. I’m going to use this approach in conversations with my team over the next few weeks.”

Ruth Barnes, Director, People Development, Savills
“A very valuable and thought-provoking experience that allowed me to reflect on my own career goals and make a real career plan for the future.”

Isabel Chadwick, Information Professional, Open University

“I loved the bit about how abdicating making a career decision is a still a career decision.”

Sam Dick, Open University

“Erica and team delivered a really well thought through and tailored career planning workshop for the Finance Team at Capital One. It has set us up for having some really robust career conversations as we head into 2019. What made the programme and the whole experience of working with Erica really valuable for me was the way she really took time to understand the culture within the team and the organisation, so that she was able to provide a programme that would really work for us. Thank you so much!”

Dawn Conneely, Finance Director, Capital One
“Erica worked with MSD to design and deliver a Career Coaching and Engagement one-day event for 150 People Managers. The career method was just what we needed and was delivered by Erica and a colleague who immediately built rapport and impact with a large audience. The feedback from the attendees was extremely positive and I have no doubt that results will follow.”

Julie Arnell, Associate Director of Human Resources, MSD

“Erica has a brilliant talent for communicating interesting, important and useful concepts in a way that causes you to think and change in a positive way. I would recommend Erica to anyone that is looking for a new perspective - she is exceptional.”

Martin Henley, CEO, The Effective Marketing Company
“I wanted to get in touch to let you know I got the promotion! I now know how to navigate my career here with confidence!”

Zena Ali, Senior Manager, University of London

“An excellent session. I feel much more confident and positive about the future.”

Wendy Chalmers, Open University

“My work with Erica has been truly transformational. I am much better able to deal with challenging situations as a leader and manager. I respond more swiftly and in a much more productive manner. I am in a much better place to have appropriate and timely career coaching and key career development conversations with my team.”

Nicola Kelly, Head of Accreditation and Product Development, APMG
“Erica injects excitement, enthusiasm and unique ways of tackling the often tricky task of career development and ensuring success on our staff. She offers a fun and engaging approach to the career development story, testing and developing straightforward but extremely effective tools to help others understand their own personal drivers and what success means to them. I immediately put her tools into practice with my own team!”

Andrew Eden, Environment Agency

“Erica was fabulous. A warm, enthused, knowledgeable and skilful speaker.”

Sarah Adams, Head of Events, Association For Coaching
“I had the wonderful privilege of partnering with Erica and her team on a workshop she delivered at Sony Pictures. Erica is incredibly responsive and collaborative, which resulted in a workshop that met the very specific needs of SPE, coupled with very engaging and positive feedback from the attendees. I would not hesitate to recommend Erica and Career Matters.”

Samantha Sing, Head of FP&A and Corporate Reporting, Sony Pictures Entertainment

“Supremely practical and useful career coaching tools. My handout has disintegrated, it has been used so often since!”

Anna Sheryn, Learning Manager, Skipton Building Society
Let’s talk more about Career Matters!

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Erica is social, so connect here & now:

LinkedIn: https://www.linkedin.com/in/ericasosna/
Facebook: https://www.facebook.com/EricaSosnaOfficialPage/
Twitter: https://twitter.com/EricaSosna
We are proud members of Buy 1 Give 1.
This year we plan to give 2000 days of business education to women entrepreneurs worldwide. Whenever you do business with us, we pass on a positive giving impact through the B1G1 platform. Let's work together to make the UN Sustainable Development Goals a reality.
Our unique Careers Matters method is based on ‘The Hero’s Journey’, a personalised, timeless and universal framework, redefined as a career model for the modern age by Erica Sosna in her first book ‘Your Life Plan’.

This map for career growth and life transformation, has helped hundreds of individuals design career plans that align with the professional needs of their organisation.

We use a narrative coaching approach to help individuals own and drive their career in your company.

Our Career Equation® model provides a practical framework for career planning. When it comes to employee performance and employee engagement, we get results.

Erica is a published author, TEDx speaker and an expert on careers and the future world of work. She and her team have more than 15 years of helping companies improve employee retention and employee performance through her career methodology.

Find out more at ericasosna.com!