



CAREER PATHWAYS

A Playbook for Building Future-Ready Talent



A rapidly shifting business environment.

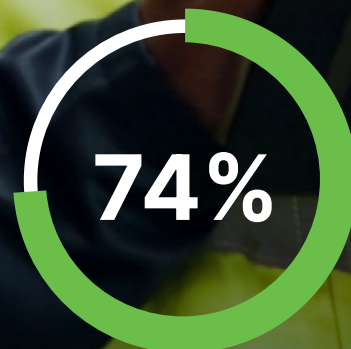
Companies are grappling with a workforce landscape defined by evolving skill demands, persistent talent shortages, the swift rise of artificial intelligence, and an aging population that's resulting in a significant talent cliff.

One LinkedIn study found that **job skill sets have changed by 25% since 2015, and this figure is expected to double by 2027¹**. As a result, labor and workforce challenges are anticipated to intensify.

The good news is that employees want to develop and pivot to remain agile in today's ever-changing labor market. In fact, EdAssist's 2024 Education Index found that 74% of workers and 99% of Gen-Z employees are interested in developing new skills or pursuing additional education².

In response, many organizations are utilizing career pathways to upskill their workforce and develop internal talent pipelines, all while providing employees with the career mobility and professional development they seek.

In this guide, we'll explore what career pathways are, why employers are implementing them, and how EdAssist is helping organizations develop these programs.

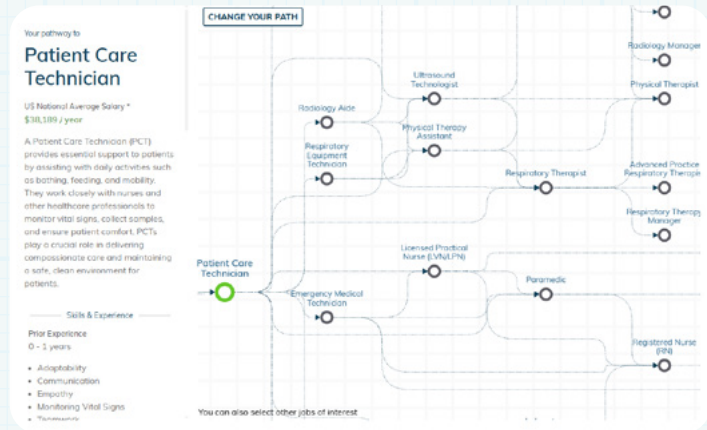


of workers are interested in developing new skills or pursuing additional education²

What are career pathways?

Career pathways are visual maps that showcase different positions along a career trajectory, detailing the qualifications and education needed for each role.

While some organizations have historically provided basic frameworks to illustrate career progression opportunities, many lack critical details, such as the specific education and professional experience required for each role.



Sample visualization from an EdAssist Career Pathway

Defined career pathways should include the following information:

- ▶ Different career paths employees can pursue.
- ▶ Specific job titles in each career path.
- ▶ Key information for each job role, including responsibilities and annual salary.
- ▶ Qualification requirements for each role, including previous experience, education, training, and skills needed.
- ▶ Program and training recommendations for continued education.

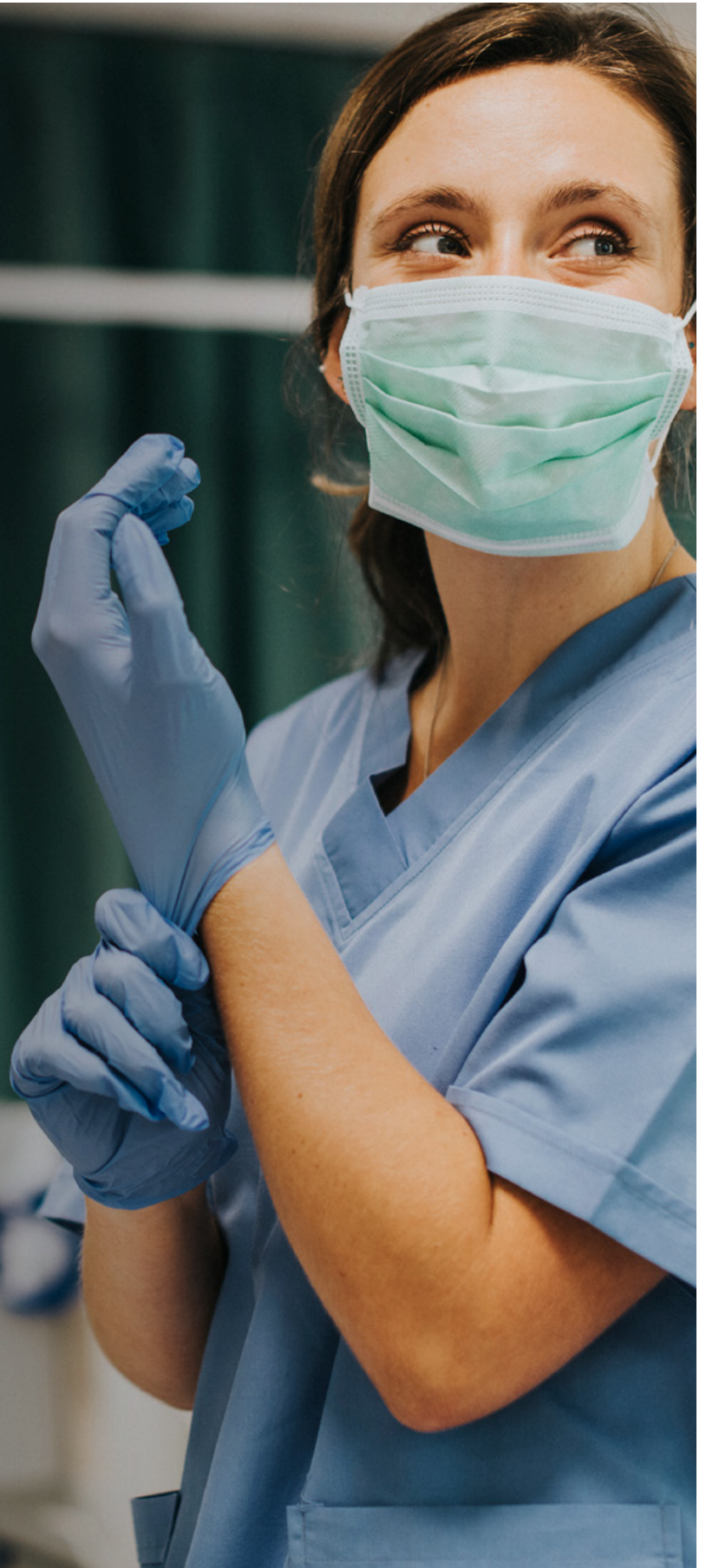
As employees seek career development and mobility, it's important that employers provide clear, visual, and actionable information on lateral moves and advancement opportunities.

For these reasons, EdAssist's Career Pathways are structured not as rigid upwards ladders, but instead as dynamic lattices that allow workers to explore multiple job roles for a more holistic understanding of potential career paths.

Why employers develop defined career pathways.

Career pathways allow organizations to future-proof their workforce by building talent pipelines to fill in-demand roles, while also focusing tuition investment strategically.

By highlighting mission-critical roles and encouraging skills development that aligns with workforce needs now and long-term, organizations can address critical skill shortages by reskilling and upskilling their most engaged employees.





Defined career pathways

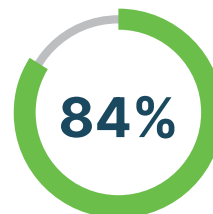
Defined career pathways help employees not only envision their career potential but achieve it through structured roadmaps. The detailed breakdowns remove guesswork from the process, letting workers know exactly which steps to take to reach their goals.

Employees value this detailed guidance. In fact, EdAssist found that **57% of workers want their employer to provide more guidance on their goals and potential career paths.** This is significant, as 58% of workers want to learn new skills but weren't sure where to start².

Managers and employers also want their employees to upskill, but many aren't currently able to support them. The same study found that **75% of managers want their team to continue their education and training,** but 42% said they don't have the resources to properly support their direct reports².

Developing career pathways addresses both issues simultaneously. Organizations can provide targeted recommendations and clear visibility around advancement requirements and opportunities. Managers can direct employees to career pathways visualizations, offering them useful guidance to make informed decisions about training, education, and career progression.

By helping employees to chart their professional course and offering career mobility, organizations can engage, retain, and develop talent that might otherwise look for these growth opportunities externally.



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In fact, **84% of employees said they'd be more loyal to a company that invested in their education²,** and another study found that a lack of career advancement or development opportunities was one of the top five reasons employees resign³.

Implementing career pathways can also improve talent recruitment by showcasing an organization's dedication to career mobility and advancement. Eighty-two percent of workers would choose a job with a company offering education benefits over one that didn't, indicating that professional development is a critical consideration in job acceptance².

EdAssist Career Pathways

While endless combinations of job opportunities and paths to success exist, EdAssist has identified several popular career tracks that share similar job positions and qualification requirements across different organizations. As a result, these common career pathways can be relevant to a wide range of employees.

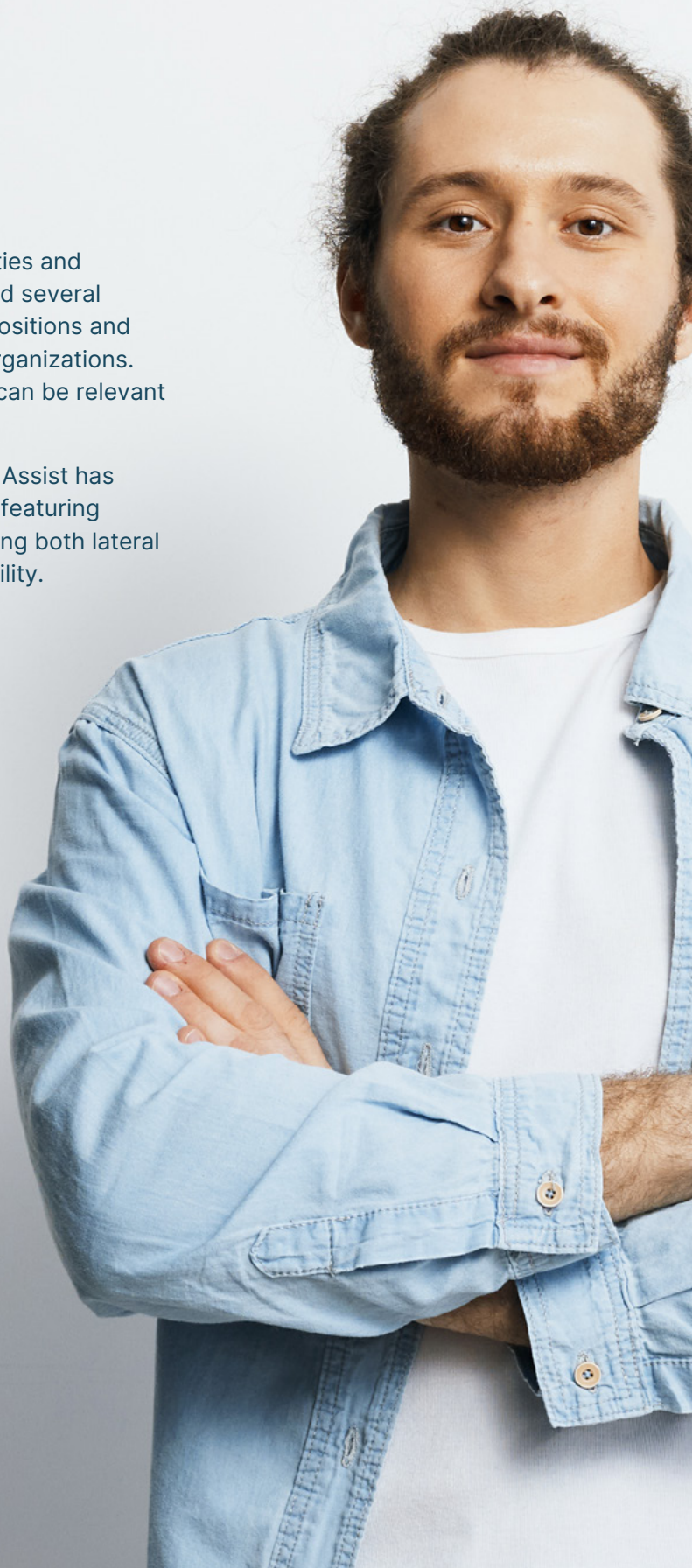
Based on findings over the last 10+ years, EdAssist has developed seven standard Career Pathways featuring multiple advancement opportunities—including both lateral and upward growth—for optimal career mobility.

01 BUSINESS AND PROJECT LEADERSHIP

Designed for aspiring leaders, this pathway equips employees with the skills to manage projects, lead product development, and drive business success. From Business Analysts to Directors of Product Management, this pathway prepares employees for pivotal roles that shape the future of an organization.

02 SECURITY, AI & TECH DEVELOPMENT

This pathway is designed for those looking to stay ahead in the fast-paced world of technology. Whether the interest is in software engineering, AI, data science, or cybersecurity, this pathway offers comprehensive training from industry experts to help employees gain the knowledge they need to protect and innovate in today's digital landscape.





03 PEOPLE AND MARKETING OPERATIONS

This pathway focuses on developing skills in human resources, business operations, and marketing. From HR Generalists to Marketing Directors, employees are prepared to enhance employee experiences and drive brand success.

04 NURSING AND EMERGENCY CARE

This pathway is designed for those dedicated to providing exceptional patient care in nursing and emergency medicine. Gain the knowledge and hands-on experience needed to excel as a Registered Nurse, Emergency Medical Technician, or Nurse Practitioner.

05 IMAGING AND THERAPEUTIC CARE

Healthcare organizations can encourage critical skill development through this pathway, which allows participants to specialize in radiology, respiratory therapy, or physical therapy to become a vital part of patient diagnosis and recovery.

06 HEALTH INFORMATION AND PHARMACY

This pathway focuses on the critical roles of health information management and pharmacy operations. From Medical Coding Specialists to Pharmacists, participants become equipped to manage patient data and medication distribution effectively, ensuring high-quality care.

07 LAB AND SURGICAL SERVICES

This pathway helps employees gain the skills they need to prepare them for essential roles in surgical settings and medical laboratories. Whether a Laboratory Technician or a Surgical First Assistant, they'll gain the expertise needed to support surgical teams and advance medical research.



Defined career pathways

Many organizations successfully utilize EdAssist's standard Career Pathways, but others choose to adjust the content of the pathways to more precisely map with their business needs.

Configuring EdAssist's Career Pathways allows for that flexibility.

EdAssist also supports organizations looking to invest in custom-built Career Pathways to meet their distinct workforce needs.

Key Considerations

When it comes to developing and implementing career pathways, it's important to:

- ▶ Consider long-term workforce skill needs and pathway completion times.
- ▶ Offer diverse education options like stackable, skill-based learning, in addition to formal degree programs.
- ▶ Provide access to personalized coaching for employees that includes career, academic, and financial guidance to maximize engagement and pathway completion.
- ▶ Promote pathways internally to maximize engagement

In conclusion

Developing and implementing career pathways is a strategic move that benefits both employers and employees. By providing clear, structured roadmaps for skill development and career progression, organizations can address critical skill gaps, enhance employee engagement, and build a resilient workforce.

EdAssist's Career Pathways ensure that organizations can meet their unique workforce needs while empowering employees to achieve their career goals with the visualizations and information necessary for a clear roadmap.

Take the next step in future-proofing your organization—talk to EdAssist today about how you can develop Career Pathways to foster a culture of continuous learning, drive long-term success, and retain top talent.

Citations

- 1 2023 LinkedIn Learning https://learning.linkedin.com/content/dam/me/learning/en-us/pdfs/workplace-learning-report/LinkedIn-Learning_Workplace-Learning-Report-2023-EN.pdf
- 2 2024 EdAssist Education Index by Bright Horizons: <https://www.brighthorizons.com/resources/blog/2024-education-index-report>
- 3 Gallup: <https://www.gallup.com/467702/indicator-employee-retention-attraction.aspx>

Contact us to learn more.

Want to learn more about creating an employee education program for your organization?
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