

## Career Development Portal Design

How we leveraged multi-generational insights for the messaging and look/feel of a one-stop-shop career planning portal

### Client's Challenge

The Supply Chain organization, composed of several sub functions, in a Fortune 100 company had started seeing more and more lateral career moves. To leverage scale of talent and to engage employees, transparency of and access to the process were identified as key outages. While all top talent was discussed by all functional leaders and cross-functional experiences were planned as a result, the opportunity for all talent to strategically move across the organization was being lost. Younger employees had expressed a desire for greater visibility of other functional opportunities. More tenured individuals were interested in learning how to leverage their expertise in their current area of focus. Mid-tenure individuals were interested in learning how to gain the experiences that would allow them to continue to progress in their career. Most career pathing tools were in paper brochure format.

Invati was brought in to determine the messaging content track and to work with the IT solution provider to create design requirements that would appeal to the multi-generational audience. In parallel, the organization worked on defining core competencies that were common across the larger Supply Chain organization and compiling the training offerings around the globe in each sub function.

#### **Problem in a nutshell:**

- Scaling, combining, and virtualizing individual functional career pathing tools that were in paper form
- Lack of visibility of career opportunities and tools to get there
- Lack of effective communication of existing tools to enable individuals to make their career path happen

**Client's Request:** Design the landing page and subsequent page content as well as look and feel in partnership with external vendor such that it would appeal to both early career, mid-career and long tenured individuals.

### Invati's Solution

Invati's approach involved the following steps:

1. Create personas of each user group based on generational insights and interview data
2. Create the right entry points with the right information for each user group
3. Create messaging tracks that would appeal, engage, and empower each user group

As the organization defined core competencies, Invati was able to create design requirements exploring user experience features that were nice to have and must have. Simplicity of the platform was paramount. The landing page allowed users to self-select the path they would like to take through the site. As a result, we were able to reduce information overload for the user. The messaging track echoed the company and function's core values.

## Results

Design requirements were created for the IT solution provider. Overall messaging tracks have been created and used to create second and third level content. Initial “buzz” based on pulse surveys of the audience shows positive feedback. New system to be implemented in 2016.

# Invati Consulting

Enabling Generation Transition.

*“Working with Invati allowed us to focus on clearly defining the content of the new process, instead of getting ‘hung up’ on the language and fluff” – Client, Team Member*