

5 TIPS TO CREATE A TRANSPARENT WORKPLACE



Transparency is a big topic that touches on both a company's external and internal brand. One key aspect of business transparency centers on the internal discussions between employer and employee, for both present and future employees.

When a company is committed to internal transparency, it forms an active “partnership” between the employer and the employee. As the company shares its vision for future growth with employees – including sharing the skills and competencies the company needs now and into the future – employees understand what the company values.

This empowers employees to invest their time and energy in improving their skills in ways that make sense for them, as well as for their employer. Employees have a clear path for job mobility and self-development – leading to a more engaged and productive workforce that drives the business outcomes that companies desire.

So what can companies do and where do they begin?

1

DEFINE WHAT TRANSPARENCY MEANS TO YOUR COMPANY

Transparency is not a one-size-fits-all practice, so your company will need to define what being open with employees means. Becoming more transparent does not necessarily mean all the books are open. Rather, when focusing on greater openness between employers and employees, the company's leaders must clearly communicate to the organization the skills and competencies needed for future growth. Examples of greater openness from the C-suite to employees can include information on corporate organizational structure, which opportunities are sunsetting and which areas will see more growth, preferred education requirements and salaries paid for these new positions.



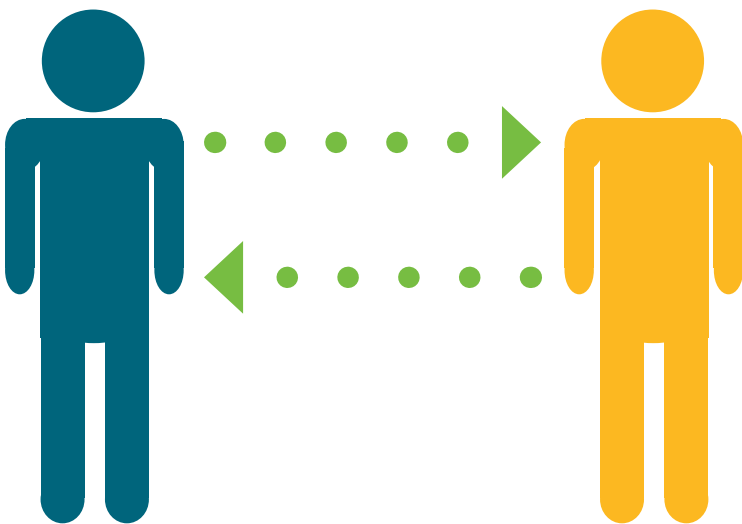
2 MAKE THE COMMITMENT

Become committed to consistently sharing meaningful information with employees about careers and opportunities – both present and future. This commitment to openness goes hand-in-hand with the company understanding its growth strategy going forward and deciding on a communication plan outside of the C-suite. Over time becoming transparent with employees becomes part of their brand, both internally and externally. For job-seekers, knowing that a company invests in its employees and provides them access to career maps and advising can be considered a huge benefit to lure and retain talent.



3 CREATE TWO-WAY COMMUNICATION

Greater corporate transparency means two-way communication between employees and employer. When employees feel their skills and competencies are valued by the business, trust usually increases. In our conversations with employees, we often hear that workers say they want to stay at their company, but not necessarily doing the same job forever, or have to wait for their manager to retire to advance their careers. Some have said the only time they know that jobs are coming up is when the position is posted, leaving employees little time to prepare to apply. For others, they may not know about opportunities outside of their department, or their manager doesn't have the time or proper training to have a career-directed conversation.



4 MAKE CAREER OPPORTUNITIES VISIBLE

Career maps help to fine-tune a company's talent strategy by encouraging employees to take charge of their own career development. Interactive career maps help employers align talent management initiatives with their corporate goals. These platforms help employees uncover career paths within the organization, link them to critical positions and connect them with the skills and education the company is looking for. Special features like crosswalk and job matching tools show employees how their skills transfer from one part of the company to another. And in some cases, career maps even allow employees to create an online action plan that outlines the learning, training and experiences needed to reach their goals.



5 PROVIDE SUPPORT AND GUIDANCE

Career and development advising gives employees a confidential place to candidly discuss their short and long-term career goals. Advisors work with employees to ensure that their learning and training choices are made with complete knowledge of the options available and the company's business needs. Advising also helps increase the effectiveness of a company's tuition assistance benefit by helping employees take the most efficient and cost effective path to get the education they need for career mobility.



CAEL CAN HELP

The Council for Adult and Experiential Learning (CAEL) is widely recognized as the national best practices leader in connecting learning to work through consulting, employee advising, career mapping, research, dissemination and more.

CAEL is a 501(c) non-profit, international organization with 40 years of experience in workforce learning, including 30 years of experience working directly with employers to create and deliver effective talent management solutions.

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