



Career Central

A Digital Career Development Centre

Career Development is Good Business

As you chart your path forward, you need a workforce that is ready, willing, and able to move into the roles that you need them to play. Meanwhile, your workforce, made up of individuals with unique situations, needs, and skill sets, is wondering what's next. A sound career development strategy can help align your goals with theirs, ensuring a bright future for all.

GP Strategies® has been offering career development solutions since 1973. Our latest suite of programmes for individuals and managers can be facilitated in person and virtually. The programmes provide engaging opportunities for people to learn, share, and strategise actions to drive careers forward. We know, however, that investing in a synchronised learning experience isn't always an option.

Our Digital Career Development Centre

Career Central is more than a collection of files

Career Central is a **fresh, engaging platform** of online activities and tools that:

- Recognises the user and provides an individualised experience and data storage
- Lays out a natural progression of career exploration and offers the flexibility to find what is needed in the moment
- Weaves in career concepts from our proven workshops and decades of research
- Supports and stores unlimited assessments, feedback from others, action plans, and career conversation maps
- Helps individuals clarify their engagement drivers and what career success means to them
- Offers feedback loops beyond skills to explore values and reputation
- Provides insights and tools that managers can use to support their teams' career journeys
- Drives site use with automated email tips and prompts
- Aligns with your competency models and career point of view through easy contextualisation
- Encourages use of career resources and talent tools you've already invested in

GP Strategies Sets You Up for Success

Our research indicates that the adage “if you build it, they will come” can be an expensive myth. Even high-quality career development initiatives won't deliver the desired impact if they're not properly launched. Our team of consultants is prepared to provide best practice guidance and communications tools to help your rollout deliver results and reach. Site statistics will help you track and promote the success of your initiative.

Career Central fuels **employee engagement, retention, and performance today and tomorrow.**

Key Features

Assessments to clarify identity, values, strengths, and preferred work environment

Tools to shape conversations and create plans

Learning Assets to summarise key concepts

Resources that provide tips and insights for individuals and managers

Single sign-in for easy access

Automated emails to drive use

Site statistics for administrators

••• Offer your employees the additional chance to connect and learn in a facilitated virtual learning session like **Your Career** or **Career Conversations**.

For more information about our **Career Central**, please visit www.gpstrategies.com/uk



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