

Employee growth

Employee Growth: What It Is & How to Promote It



Among the most recent trends in business activity, the interest in organizational development stands out. It includes talent development and proposals for better products and services. Employee growth is the most appropriate response to the need to generate added value for companies and their customers.

Successful companies ensure that their employees' professional development plans encourage employees to foster their emotional, intellectual, and professional development. Strengthening their natural abilities and developing soft skills is the way to make it happen.

Today, professional training programs should integrate strategies that consider the various aspects of human nature. It will guarantee harmonious development that increases employee strength, motivation, develop soft skills, and personal and professional satisfaction.

What is employee growth?

Employee growth is the continuous process of efforts for professional improvement among the members of a company.

It is about setting goals that help determine their career paths. It aims to see the continuous evolution of employees as professionals. It is a growth in their role as workers who can have aspirations and go beyond their short, medium, and long-term goals. Therefore, it is essential to take into account that achieving goals on a professional level implies improvement on a personal level.

Why is employee development important for an organization?

Employee growth or employee development is important for both employees and organizations. Here are some key reasons why employee development is vital for an organization:

- **Skill enhancement**

Continuous learning and growth support employees in acquiring new skills and information needed to develop company culture; by investing in employee development, organizations can ensure that their staff remains adaptive, versatile, and capable of handling growing difficulties.

- **Talent retention**

Providing opportunities for employee development boosts job satisfaction and employee retention. Employees are more willing to stay and contribute their skills and knowledge if they see a clear route for progress inside an organization.

- **Increase employee engagement**

Employees are more engaged and driven when they have chances to grow. People are more likely to be dedicated and passionate about their work when they can see a clear link between their efforts, development, and job progression.

- **Improved performance**

Employee development has a favorable effect on employee performance. Employees become more proficient in their responsibilities as they learn new skills, which leads to higher production and efficiency. Furthermore, growth prospects can offer employees a sense of purpose and motivation, resulting in greater quality work and innovation.

- **Enhance organizational performance**

Employee development directly contributes to enhancing organizational performance. It leads to higher productivity, better customer service, and overall company success. Employees become more efficient, imaginative, and capable of performing extra duties as they gain new skills and knowledge.

- **Succession planning**

Employee development is crucial in identifying and developing future leaders inside the organization. Organizations may build a strong leadership pipeline by developing talent from within, ensuring a smooth transition for important roles, and lowering the risks associated with unexpected openings.

Employee development is an important investment that pays off for the employee and employer.

Employees feel invested in and supported to have, own and achieve career goals and a clear career path. The skills and experiences they're gaining can elevate their impact in their current and future jobs with the organization and even well beyond their time with the company.

This leads to:

- A more positive employee experience as well, which has a positive impact on engagement, productivity and retention. In fact, 76% of employees say they are more likely to stay with a company that offers continuous training. ([SHRM](#))
- Employee growth and development leads to a stronger culture, which makes for a better experience and point of differentiation for current and future employees. More than 4 in 5 organizations (84%) agree that building a learning culture can enhance organizational resilience and build a better culture for employees. ([SHRM](#))
- Companies gain stronger, more skilled teams who are better equipped to deliver business outcomes. An MIT Sloan [study](#) found a 250% return on investment in just eight months for an in-factory soft skills training.

Effective employee growth methods

There are various effective methods for employee development and progress. Here are a few well-known approaches:



- **Training and development programs**

Providing relevant employee training programs enable employees to gain a new skill and ways to encourage employee growth. It allows them to perform better in their current tasks

or prepare for future responsibilities. Workshops, seminars, online courses, and even mentorship programs are examples.

Most employees are not satisfied with the status quo, especially those who are high-potential and highly driven. If given the proper guidance in their development, they will become the future leaders of your organization and be your best ambassadors of the qualities, skills and capabilities that are critical for your organization's success.

Consider your organization's full potential and how professional development can help them achieve it. Organizations that are transforming and growing are better off when they encourage their people to transform and grow, too. A growth mindset in employees sparks the kind of behaviors that are critical for an organization to grow.

Did you know? 74% of employees say that a lack of professional development is preventing them from reaching their full potential. ([ClearCompany](#))

- **Performance feedback**

Regular feedback on employee performance evaluation is essential for employee development. Managers should provide constructive feedback, identify strengths and places for progress, and offer advice on improving skills. Coaching sessions can be held to help staff identify goals and develop action plans.

Although useful, staff development is so much more than training classes and conferences. Find someone who is in a similar role to the employee, or a role where you want the employee to be in the future. Mentoring relationships can foster positive and productive working relationships, helping employees learn and gain encouragement and support in their careers. When coached with encouragement and goals in mind, your employees can help your business adapt to changes and reach the next level of success, while they're reaching the next level of success, too.

- **Skill-based assignments and job rotation**

Allowing employees to work on challenging projects or assignments that match their interests and skills might help them flourish. Employees can improve their expertise and viewpoints by rotating through different roles and departments.

Get your employees to leave their comfort zones. Employees can't move forward if they don't grow, and they can't grow if they never leave their comfort zones. Consider special projects that employees can lead or work on that strengthen skills, get them working with other colleagues and leaders, and build new muscle for themselves and for the company.

- **Personal development plans**

Encouraging employees to build individual development plans assists them in identifying their career goals and aspirations. Managers can help to align these strategies with organizational goals by suggesting relevant resources or opportunities.

Just like you wouldn't want to go on a journey without a destination and a map, the same goes for people's development plans. Avoid the temptation to send people to one-off conferences or take random classes without first having a destination and plan in mind.

Establish goals and expectations to help them set their sights on career opportunities, so they can see how they can grow within the company and what that growth looks like, and why it's important. For some organizations, career paths and individuals, growth and development may be an upward track and for others, it may be a zigzag to learn different skills and capabilities in different parts of the organization.

- **Work-life balance**

Promoting work-life balance and employee well-being is critical for progress. Supporting flexible work arrangements, offering workplace wellness programs, and establishing a positive environment at work all contribute to employee satisfaction and overall improvement.

- **Recognition and rewards**

Recognizing and praising employees for their accomplishments and efforts can inspire them to do their best and develop a sense of loyalty. It can include monetary incentives, promotions, public recognition, or non-monetary benefits like additional vacation days or professional development opportunities.

If you want to help employees develop, show you value them and trust them to do their jobs by getting out of the way. Let them know what your expectations are by modeling the behavior you expect – show them you trust them.

Let them know you see them and appreciate them. Have regular check-in meetings and “stay interviews” to listen to how they're feeling and what they're excited about or any concerns on their mind. It's a great way to stay connected, show you care and ensure they're feeling positive about their growth, development and contributions.

This not only lets employees know what they need to succeed and gives them a greater sense of success and ownership, but it also shows them that credibility and trust are important in your organization.

Check in regularly on how they're doing and what they're learning. Take notice and recognize employees and teams as you see them develop and grow. Acknowledge where you're seeing new skills emerge and how it's having a positive impact on the team and company.

Invite employees to share their learnings and how they're applying what they're learning. It's a great way to reinforce what's working well and what you want to continue to see. Consider starting 1:1s with kudos and shout-outs in team meetings to celebrate individual and team growth.

How to promote employee growth

The interest of every organization is to ensure that its employees' training plans contribute to achieving its objectives. Employee development strategies must promote employees' comprehensive development, from personal growth to professional development.

Hence, education, training, and professional development plan must integrate aspects related to professional deve and personal growth to achieve comprehensive human growth at work that meets the needs of employees.

It is essential to make them feel identified with their work environment, aligned with the company's goals, and committed to achieving them.

Encouraging employee growth is frequently confused with the management of human capital. Although they are closely related, the dimension of employee development is only a fundamental part of the entire strategy of management and administration of a company's human resources. These are its five main areas:

- **Analysis**

Analysis is the process by which the positions and structure of the organization are defined, as well as the specific characteristics, skills, and competencies required by each position.

- **Talent attraction**

It includes the entire process by which the need to fill a vacancy is identified; candidates are sought and contacted, and psychometric evaluations, interviews, selections, etc., are carried out.

- **Evaluation**

It means probing in detail the skills and competencies of each collaborator to identify needs and personalized opportunities for training and growth.

- **Development of human talent**

Successful businesses ensure their employees' career development programs promote their emotional, intellectual, and professional development.

It includes all the strategies focused on strengthening the skills, positive attitudes, knowledge, and or skills of the collaborators, seeking at the same time to promote professional and personal growth in the individual, as well as an overall increase in the competitiveness of the company work teams and the company.

- **Retention**

It refers to compensation strategies, organizational climate, loyalty, etc., whose objective is to retain strategic talent within the company for as long as possible.

Conclusion

Before starting with any employee growth strategy, paying attention to previous employee experiences is essential. For that, using evaluation is a must. There's no way to obtain the best results if we do not spend time first to have a good diagnosis of the current state of talent, skills, and competencies.

References

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