

A major nonprofit health insurance company focuses on workforce alternatives and worked with IACC to support their management and employees

A deep dive with one socially conscious firm as they struggle to align talent with the speed of innovation.

The complexities of how companies invest in their employees focus on greater internal innovation. With leaders reconsidering the way they look at their workforce, there's a greater impact with employee reduction and retention to manage those changes.

The biggest challenge is how to minimize placement impact and change the way corporations have managed their staff.

CHALLENGES

Rapid Tech Advances Needed to Improve Access

The integration of advanced technology to commit to delivering high-quality care and affordability affected the health insurance employees and their jobs. The company's Talent Program Director needed to change how work would get done to create an easier experience for their staff.

Rethinking Movement of Talent

In an approach that treated their employees with dignity and respect—and invested in their ongoing development—The Talent Program Director and his team designed a digital online system to support people who have had the same role for many years. The system connected employees to the company's managers, in order to support internal transitions, and to alter the way they thought about and handled redeployment and retention. The challenge was ensuring that the managers could guide their employees effectively through the process of sourcing their new job opportunity.

SOLUTIONS

Support Through Internal Career Coaching

The company recognized it needed to change its internal staffing process. They turned to Cara Heilmann, Master Coach and President of IACC. The solution was to train their recruiters to be professional career coaches. This gave the recruiters new skills: as internal career coaches, working with existing employees. It provided stronger internal candidates for new positions, and prepared employees to face a very competitive external market. Cara put together an onsite 6-day program training up to 25 certified career coaches.

RESULTS

Building Bridges to the Workforce of the Future

Their partnership with IACC put more learning opportunities and resources in their employees' hands, allowing them to be proactive about their careers. By certifying their talent acquisition team as career coaches, this program started a 90-day redeployment effort, providing the onboarding of employees to various departments throughout the company. By integrating their online placement system with in-house career coaches, they were able to support their company's mission: to transform their healthcare system into one that is worthy of family and friends, sustainably affordable, and to change how work gets done in order to create an easier experience for its members.