

# FUTURELINK: A PATHWAY TO EDUCATION OPPORTUNITIES AND CAREER DEVELOPMENT

## Challenge:

One of the biggest workplace issues facing companies is employee retention. Many workers are looking to move up the career ladder at their employer, but quite often, companies fail to provide the necessary resources to retain and develop large numbers of their workforce.

According to a survey by consulting firm Towers Watson, only one in four companies claim that their managers are effective in providing career management support to employees. More than half of all companies, in the same survey, also claimed to have failed to make effective use of technology to help employees navigate career management resources.

## Response:

Verizon Communications has long understood the importance of helping employees maximize their talents and potential within the company, which, in turn, benefits companywide productivity and growth. One resource the company utilizes towards these goals is FutureLink, a workplace program that provides career advising services in the form of one-on-one sessions with counselors, webinars, and onsite workshops.

FutureLink also operates a virtual career center that gives Verizon workers access to information on career opportunities and strategies for professional development. Additionally, the program provides higher education and training services that workers can take advantage of to improve their skill set and marketability for future positions.

## Case Study:

One worker who has been aided significantly by FutureLink is a 36-year-old named Hatim, who began the program with the goal of moving closer to a bachelor's degree. Through workshops, one-on-one counseling, and group advising sessions, Hatim learned how to set an education pathway and personal action plan for himself that he could put to use towards college credentials.

Since participating in the program, Hatim has advanced through several internal positions - from a support specialist to a supervisor for directory assistance, and eventually made the transition from an associate to a manager with strong direction and training. Hatim is very active in urging fellow Verizon workers to make use of FutureLink, and has high praise for his own supervisor in the program:

*“My advisor made all the difference for me. She helped me identify what I really wanted to do in the company and find a way to get there. I’m going to do all I can to make sure others know about and use this service.”*



Nicole Brahms, Director of Client Relations  
nbrahms@cael.org | 312-499-2624  
Linking Learning and Work | [www.cael.org](http://www.cael.org)