



Solution Provider Profile Randstad RiseSmart



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July 2021



Company At-a-Glance	
Name of Product/Offered	Randstad RiseSmart specializes in career mobility and outplacement solutions to help companies balance their workforce by building skilled, agile and sustainable workforces.
Headquarters	San Jose, California
Year Founded	2007
Number of Employees	250 full-time employees
Geographic Coverage	Randstad RiseSmart actively sells into 20+ countries and delivers services into 100+ countries.
Total Users (Cloud)	3,000+ customers
Solution Name	Randstad RiseSmart Skilling™ powered by BrightFit™
Date Version Was Released	Will be released July 7, 2021
Year Product Was Originally Launched	2021
Website	www.randstadrisemart.com



Randstad RiseSmart Solution Overview and Value Proposition

According to the World Economic Forum, 85 million jobs will be displaced by 2025 and 97 million new jobs will be created. With these figures in mind, many business leaders are now focusing less on hiring for specific roles and more on hiring for skills and developing skills internally.

BrightFit™ is the first-of-its-kind predictive career exploration technology that combines extensive labor market data with personalized skills assessments to provide workers with strategic career guidance. It empowers forward-thinking organizations to future-proof their workforce through predictive technology and personalized career coaching. The technology powers RiseSmart Skilling™ and is designed to empower individuals to make more informed, actionable career decisions by guiding them to jobs with a bright market outlook and a strong fit based on their skills and interests.

This technology helps individuals identify the most promising careers, uncover skills gaps and grow their expertise via online courses seamlessly matched to their level of proficiency. By making BrightFit available to their employees, organizations demonstrate a future-proofing philosophy that drives workforce agility, bolsters their brand, attracts new talent and increases retention.

Skills Assessments Made Simple

BrightFit provides highly personalized insights by analyzing data from over 17,000 skills. Users — either current employees or individuals impacted by workforce restructuring — are guided through a simple step-by-step process to explore their current or prospective role. After selecting a work location and years of experience, the user rates their proficiency for the skills most relevant to today's employers. These skills include those which are:

- Highest in demand
- Fastest growing
- Specialized enough to command a salary premium

As the user ranks each skill on a scale from beginner to advanced, the skills fit score dynamically indicates overall job readiness and highlights specific areas for improvement.

Actionable Insights

BrightFit provides insights that drive careers forward, including a comprehensive evaluation of the market outlook for roles and suggestions for specific skills for individuals to develop to stay relevant in this position.



- The market outlook score provides an at-a-glance prognosis based on labor market demand, forecasted growth and risk of automation.
- Role insights shed light on key indicators such as market salary, top locations, top employers, years of experience and educational requirements.
- The BrightFit Skills Framework organizes skills based on their degree of specialization, which can help a user evaluate which skills to focus on based on their level of career experience.
- The recommendation engine is an AI-based tool that recommends roles, in-demand skills and courses sorted by a variety of factors — such as market outlook, salary range, location, degree of specialization of skills, employer demand and projected growth rate — and ranked in order of match.
- Skill recommendations surface the most important set of skills based on a combination of proficiency gaps and market factors such as employer demand, growth and salary impact.
- Learning recommendations automatically align skill gaps with courses culled from more than 20,000 options from the world’s leading online educational vendors.
- Suggested roles provide both “in the box” and “out of the box” recommendations for bright-outlook careers that match existing skills to minimize learning time.

BrightFit Learning Network

Users can proactively search for courses with a single click from several of the world’s leading educational institutions, including Udemy, Udacity and Edx, with additional providers soon in regions across the globe.

Expert Guidance

Individuals with more comprehensive needs can supplement their skilling journey by partnering with a Randstad RiseSmart career coach or certified learning advisor.

By combining the predictive insights of BrightFit with personalized support from a coach and certified learning advisor, individuals can more effectively interpret relevant data to determine their best course of action. Expert coaches and advisors deliver personalized, actionable and timely learning plans, helping individuals stay on track to achieve their goals.

From an outplacement perspective, this technology supports transitioning employees by pointing them to opportunities that have a strong market outlook and roles that best match their skillsets. And from a redeployment and career development angle, it helps create more agile workforces



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and increases employability — and therefore, retention — when workers can not only see the internal opportunities available to them, but also a pathway to advance their careers with the help of skilling and coaching resources.

Key Benefits

For employers:

- Engages individuals through the pursuit of meaningful careers — individuals can take charge of their careers and be confident that the role and skill-building choices they make will yield optimal, satisfying results.
- Builds productive, agile and sustainable workforces — guides individuals to pursue the highest-value roles and skills needed within the labor market and to keep up with new skill requirements.
- Reduces talent acquisition costs in the long term — when individuals are continually building the highest-value skills, organizations can generate an internal talent pipeline that is better able to meet the demand for new skills and competencies.

For employees:

- Provides context for career mobility. Individuals better understand their skills and competencies in relation to their current and desired roles, and instantaneously receive a ranked list of in-demand skills, requisite courses and alternative role suggestions.
- Promotes more intelligent career decisions. Takes the guesswork out of career decisions through a unique combination of data-driven market outlooks for roles and skills fit, combined with guidance from career coaches and learning experts, to hone the optimal path for each person.
- Future-proofs careers. Enables individuals to strategically plan their career trajectories by combining predictive insights about roles with the skill sets needed to achieve success.
- Shortens time to land new roles. This helps individuals quickly identify needed skills and pursue the best course of action.

Industry Firsts/Differentiators

- Predictive Insights
 - Most data that is available uses a traditional approach to career pathing, assuming that the past will be an accurate guide of the future for roles and needed skills.



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BrightFit takes into consideration the rapidly changing world of work, including digitization, automation and AI, to predict the market outlook (desirability) of jobs.

- Real-time Skills Fit Score
 - Skill fit scores are generated in real-time based on combination of user's proficiency plus "importance" of skills in the labor market (based on factors such as demand, growth, and salary impact).
- Market-Driven Skill Recommendations
 - Skill recommendations are surfaced based on a combination of the user's skill gaps and the importance of skills in the labor market.
- Skills Gap-Based Learning Recommendations
 - Courses are automatically matched to users based on specific skill gaps.
- Federated Course Search
 - Individuals have the option to search multiple online course providers with a single click.
- Certified Learning Advisor
 - High-touch service provider with extensive expertise in career coaching, along with learning and development.

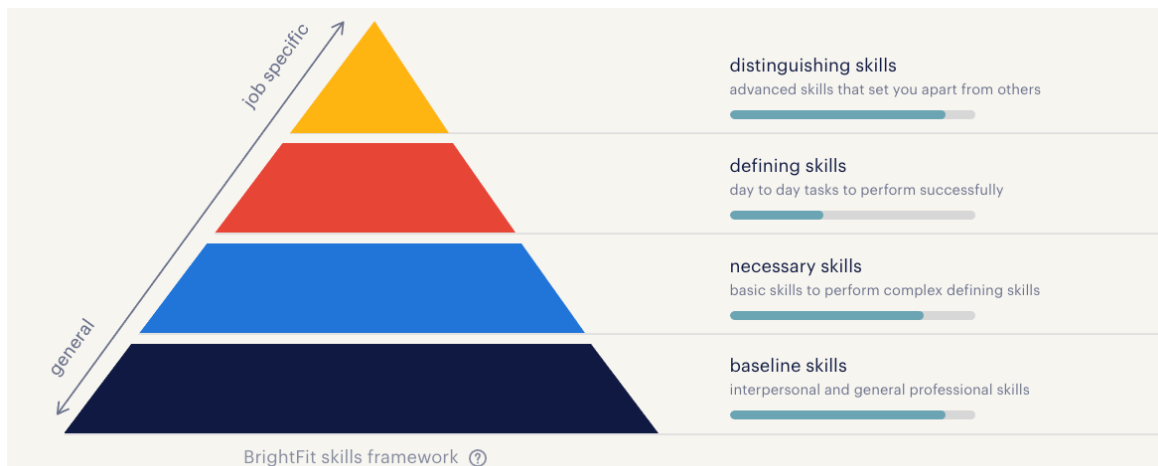


Screenshots

Figure 1: Actionable Insights



Figure 2: BrightFit Skills Framework





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Figure 3: Learning Recommendations

tableau
for data analyst (general)

♥ skill I want to develop

Tableau Software (tab-LOH) is a software company headquartered in Seattle, Washington, United States which produces interactive data visualization products focused on business intelligence.

- 📁 defining skill ⓘ
day-to-day tasks required for this role
- 🔗 demand: high ⓘ
307 postings in last 12 months
- 📈 growth: very high ⓘ
34.9% projected growth in next 2 yrs

improve your skills with these courses

- tableau for data science with r & python integration
- tableau fundamentals for aspiring data scientists

Figure 4: Suggested Roles

other great roles you might want to explore

If you are considering a career as a data analyst (general) , you may also be interested in these roles. The data for the roles below is based on the location: boston, ma area

roles similar to data analyst (general) surprise me with different types of roles sort: market outlook ↕

- application developer / engineer**
📍 boston, ma area
9.1 market outlook very bright
📋 you have 0 of 35 skills for this role
💰 average salary: \$ 106,194 per year
- business intelligence developer / architect**
📍 boston, ma area
8.9 market outlook very bright
📋 you have 1 of 35 skills for this role
💰 average salary: \$ 110,926 per year
- hadoop developer**
📍 boston, ma area
8.7 market outlook very bright
📋 you have 0 of 35 skills for this role
💰 average salary: \$ 115,932 per year
- oracle de**
📍 boston, r
8.7
📋 you hav
💰 average



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Figure 5: BrightFit Learning Network

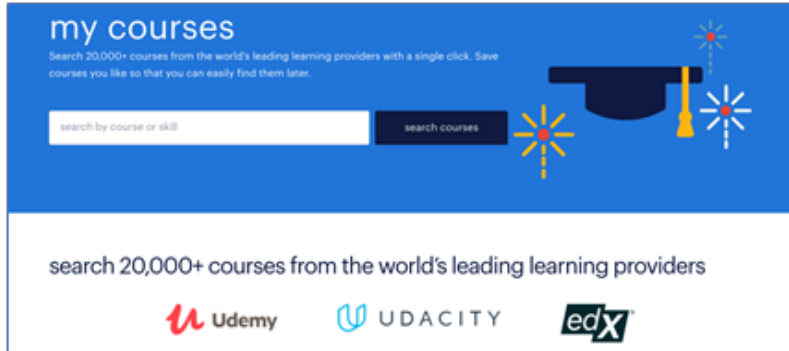


Figure 6: Expert Guidance



All screenshots provided by Randstad RiseSmart



Analysis by Brandon Hall Group

Situational Analysis

Overall, less than one-third of organizations believe they have an effective career development program. That requires organizational commitment, strategies and technology that align career development with learning and performance and empowers employees to own or actively participate in their career development.

Challenges for the Organization

Employees must be able to see how career opportunities at the organization will help them meet their personal and professional aspirations while meeting the needs of the business. Most organizations struggle to provide the kind of career visibility employees want. In a volatile and evolving economy, many companies also need visibility on skills and career options for outplacement purposes. Employees — whether they are growing within the company or trying to transition to new opportunities — want to take ownership of their career development. But employers must provide the tools for them to do so, which has historically not been the case.

Implications for the Business

Top talent won't remain at your organization unless they believe they have the opportunity to advance along a path that aligns with their personal and professional aspirations. And it is important for an employer's brand that they offer dynamic outplacement services so displaced employees can find the right new opportunity. Brandon Hall Group research shows that high-performing organizations enable exploration of multiple career paths that suit their employees' skills and aspirations. It's up to employees to do what's necessary to grow into new roles, but employers must provide them with the tools they need to make it happen.

Questions for the Organization

Are we treating our internal job candidates (current employees) and displaced employees as well or better than we treat external candidates during the recruitment and hiring process?

- If not, why not?
- What must we do to make career development and mobility more employee-friendly?
- How can we better integrate learning, performance and career development to build the skills and competencies employees need to advance their careers?
- How do we better enable employees to drive their own career development?
- How can technology improve career development?



Randstad RiseSmart as the Answer

Randstad RiseSmart is unique in the career exploration technology space in that it can match talent to jobs inside a company for internal mobility and outside the company for outplacement purposes — at the same time on the same platform.

While RiseSmart is mostly known for outplacement, its new BrightFit™ predictive career exploration technology uniquely positions the company to meet their customers' needs whether it involves internal mobility, or outplacement.

RiseSmart offers customers across the globe outplacement and career mobility solutions, and BrightFit will enable expansion of RiseSmart's internal mobility footprint substantially in the months and years ahead.

The market potential for the internal mobility services is extremely high. More employers — faced with changing needs requiring fast-evolving skillsets — are focused less on hiring for specific roles and more on hiring for talent and ability and developing skills internally. That requires tools to match employees' skills, and their ability and willingness to learn new skills, to existing and future opportunities.

BrightFit combines extensive labor market data with personalized skills assessments to provide workers with strategic career guidance. The technology empowers individuals to make more informed, actionable career decisions by guiding them to jobs with a bright market outlook and a strong fit based on their skills and interests.

Traditionally, career development has not been employee-centric. Brandon Hall Group research shows:

- Only 40% of organizations have formal career conversations with employees more often than annually.
- Only 38% seek input from employees about what they expect from career development programs.
- Only 34% have managers who consistently help employees grow in their current roles.

RiseSmart fills this gap by offering four levels of personalized, human support for employees, which is unique in the market. Through RiseSmart, individuals employees — whether they growing their careers with their current employer or exploring external opportunities through outplacement — have access to the following:



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- Certified career coach, matched based on functional enterprise, who provides personalized, 1:1 career guidance to determine the best source of action and help individuals stay on track with their goals
- Professional branding expert, who assists with resume writing/editing, LinkedIn and social media critiques, and portfolio creation and review
- Career concierge, who provides handpicked job leaders and research to help job seekers with interviews
- Certified learning advisor, who helps match learning resources to roles and other career growth opportunities being pursued

RiseSmart can also help with diversity initiatives. For example, some organizations use the technology to network with affinity groups, such as the Wounded Warrior Project and CyberVets to match veterans with jobs and help them develop skills. RiseSmart also works with programs in Japan supporting women in the workplace and with the Family Friendly Workplaces Initiative in Australia.

RiseSmart brands actively sell in 22 countries and deliver services in more than 100 countries. It is a global enterprise that has seen the bright future for internal mobility. It's leveraging BrightFit technology, expert career coaching and strong customer support services to create a dynamic niche that is worth consideration by any forward-thinking organization that wants to future-proof its workforce.

-Claude Werder, Senior Vice President and Principal HCM Analyst, Brandon Hall Group
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About Brandon Hall Group

With more than 10,000 clients globally and 27 years of delivering world-class research and advisory services, Brandon Hall Group is focused on developing research that drives performance in emerging and large organizations, and provides strategic insights for executives and practitioners responsible for growth and business results.

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ORGANIZATIONAL EXCELLENCE CERTIFICATION PROGRAM

recognizes world-class HCM programs that transform their organization and achieve breakthrough results. This designation is the next step beyond the HCM Excellence Awards, which focus on a single program, and looks at the department as a whole.



SMARTCHOICE® PREFERRED PROVIDER PROGRAM

uniquely places HCM service and technology companies at the top of organizations' consideration list of vendors. It adds an unmatched level of credibility based on BHG's quarter of a century's experience in evaluating and selecting the best solution providers for leading organizations around the world.



HCMA PROFESSIONAL CERTIFICATIONS

are comprehensive educational programs that center around a multiphase knowledge test.