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Mentoring can transform careers, but how do you prove it?

Despite widespread belief in its value, nearly 4 in 10 organizations admit they can't effectively measure mentoring outcomes. Without robust metrics tied to performance, retention, or long-term impact, mentoring remains vulnerable to budget cuts and strategic deprioritization. The real opportunity lies in designing programs with ROI in mind from day one.

This article explores how to capture mentoring's actual impact: https://lnkd.in/gYEf5n9x

#Mentoring #LeadershipDevelopment #ROI



Lisa Davidson · You
Vice President of Marketing and Operations
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It happens too often. An organization's wellness program begins with a lot of enthusiasm, and then gradually fades away. Many companies face the same cycle: big rollout, lots of emails, little engagement.

The real issue? Wellness that doesn't fit into the workday or feel like part of the culture.
Convenience, consistency, and leadership visibility are what make programs stick.

Learn how organizations are rethinking wellness by meeting people where they are:
https://lnkd.in/gDZCM3Td

#EmployeeWellbeing #WellnessAtWork #WorkCulture



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Video is all the rage on LinkedIn, right? But sometimes when we create a video it just doesn't hit the mark with your audience. Are you wondering why your videos are sometimes underperforming on LinkedIn?

By looking at this research, it will probably be easy to spot. Even if you are following best practices around length, aspect, and text overlays, you need to take a step back and consider the purpose of the video.
- Is it for Awareness? Make it memorable.
- Is it for Consideration? Embed a product tutorial or case study.
- Is it for Conversion? Make it easy to click and learn more or take the next step.

Create your video with one of these ends in mind. Otherwise, risk creating a lot of video that may move you and your brand into a hot contender for a Rotten Tomato award.

Use this infographic as a checklist:
https://lnkd.in/egvf2Emh

#SocialMedia #VideoContent #LinkedIn #Engagement

