

Case Study: How LPL Financial Uses Online Events to Promote Employee Networking and Internal Mobility

Company Overview

LPL Financial is the nation's largest independent broker/dealer,* employing more than 3,000 full-time employees across offices in Boston, Charlotte, and San Diego. In 2013, LPL launched Pathways Career Development Center, offering a comprehensive career and professional development program and online portal to provide internal mobility options, mentoring, and networking to employees.

Background

Dre Manoni is a Learning & Development Consultant for Pathways, providing employees with resources for their career and professional development. She does so through career coaching sessions, networking events, training programs, and general employee engagement activities. Manoni helps LPL employees make the most of their careers, points employees to new opportunities within the organization, and provides the tools and

resources to aid in their professional development.

“Over 40% of our positions are filled internally. Maintaining or improving that is very important to us.”

*— Andrea Manoni
Learning & Development Consultant
LPL Financial*

A critical component to Manoni's work at LPL is offering opportunities for employee engagement, by bringing together three U.S. offices and remote employees.

In the past, LPL had hosted in-person speed networking events at its Charlotte and San Diego offices, giving employees at those respective locations the opportunity to meet and network with each other. The challenge from there was to bring together employees from all three offices as well as

several hundred remote employees to an event that would be able to offer the same value as those onsite speed networking sessions.

Solution

Virtual networking events became an option to extend the value of in-person networking events to a workforce located across the country.

“We collected a lot of information from people who have come to our classes, attended past events, or have taken advantage of coaching opportunities. From this information we have

“I look at the attendee list and see employees from all across the country in different departments logging into the event and taking advantage of these networking events.”

been able to determine the high value of our virtual events. It’s a bigger deal than a lunch-and-learn, and it’s open to the entire company,” Manoni said.

“We are able to target these opportunities to our remote employees, letting them know, this is specifically for you,” Manoni added. “It’s easy to feel marginalized when you’re working remotely and not in one of the offices.”

Not only were the events accessible to employees scattered across different locations, they also offered employees in almost any position at the company the ability to participate in the events because they can attend for a short duration of time.

“For people in our call center who can’t step away from the phones for long periods, or for others who can’t dedicate an entire hour to attending the event, online events offer a chance to attend even for just 15 or 20 minutes,” Manoni said.

Conclusion

The Pathways program provides LPL employees with valuable resources for professional development. By offering online networking events as part of that program, LPL is able to better engage employees regardless of their location.

In addition to being a valuable networking tool, online speed networking events are also a way to increase overall employee awareness of the programs and services that are available to them. These resources help to create a better work environment, keep employees happy, and retain talent within the company for years to come.

“Our leaders like the direction this is going, and we hope to get more employees registered for future events,” Manoni concluded.

**As reported by Financial Planning magazine, June 1996-2015, based on total revenue.*

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