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# HR TECH AWARDS

*powered by lighthouse research & advisory*

**TALENT DEVELOPMENT**

BEST TALENT

INTELLIGENCE SOLUTION

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**2023**

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## Case Study: 2023 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards.](#)

<b>Company Name:</b>	Cornerstone
<b>Website URL:</b>	<a href="https://www.cornerstoneondemand.com/">https://www.cornerstoneondemand.com/</a>
<b>Logo</b>	
<b>Key Customers:</b>	Novartis, ArcBest, The Bancorp, Canon, Organic Valley, County of San Mateo, American Airlines, Cornell University, Epson, Fossil, Walgreens, PennState Health, Wendy's, Canon, McDonald's France, Siemens, Stryker, Virgin Money, Hyatt, Sylvan Learning, Turner Communications

## About the Company

Cornerstone powers the future-ready workforce with a next-generation talent experience platform designed to unite technology, data and content and inspire a work environment of growth, agility and success for all. With an AI-powered, skills-forward, experiential platform, built on an open architecture designed for neutrality and scale, we help organizations modernize their learning and development experience, deliver the most relevant content from anywhere, accelerate talent and career mobility and establish skills as the universal language of growth and success across their business. Cornerstone serves over 7,000 customers and 100 million users and is available in 180 countries and 50 languages.

Key customers include: Novartis, ArcBest, The Bancorp, Canon, Organic Valley, County of San Mateo, American Airlines, Cornell University, Epson, Fossil, Walgreens, Penn State Health, Wendy's, Canon, McDonald's France, Siemens, Stryker, Virgin Money, Hyatt, Sylvan Learning, Turner Communications

## Problem(s) Your Technology Solves



Cornerstone's AI-powered Opportunity Marketplace enables organizations to improve workforce agility and internal mobility by unlocking visibility into growth and development opportunities across their organization centered around skills. Unlike internal job marketplaces and other talent mobility point solutions, Cornerstone's Opportunity Marketplace leverages AI to unify skills, people and job role data across multiple talent solutions – including recruiting, learning, and performance – to connect employees to projects/gigs, learning paths, mentorships and open vacancies/roles to discover new ways to contribute and belong.

By enabling more effective talent mobility across the workforce, Opportunity Marketplace addresses some of today's most urgent business challenges related to workforce planning, employee productivity, engagement and retention. With Opportunity Marketplace, organizations can:

- **Improve workforce planning:** Quickly changing strategic priorities means businesses must respond to dynamic needs and market shifts at a moment's notice. Opportunity Marketplace improves visibility into workforce skills so businesses can quickly upskill or match employees to opportunities and projects for greater workforce agility.
- **Enable internal talent sourcing:** Looking externally for candidates is not always viable and finding the right talent with the right skills is more competitive than ever. Opportunity Marketplace increases the transparency of the skills, experiences and preferences of a given workforce so businesses can easily source employees in their existing talent pool for open roles or projects.
- **Empower internal mobility:** Employees are increasingly seeking new opportunities to grow, learn, and explore their career within their organizations. Opportunity Marketplace improves employee access and exposure to internal opportunities for career growth, enabling people to discover new ways to contribute and belong within an organization rather than seeking advancement elsewhere. Employees can also plan for future career moves through a seamless GPS-like experience with access to explore relevant coaching, mentoring and learning opportunities.

Cornerstone's Opportunity Marketplace goes beyond the one-dimensional job boards and talent marketplaces of today. It is a holistic solution that businesses can implement to create engaging learning, performance and development paths for their people. Opportunity Marketplace fosters a more engaged, self-developing workforce, and better positions organizations for longevity and success.

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## Client Case Study

A leading logistics company with operations in post, freight, supply chain and e-commerce came to Cornerstone with the goal of becoming an organization that truly enabled its people to grow within the company across every level and department. However, as an organization that employs more than 500,000 people worldwide, this is no easy task, but the organization set out to provide their people with the best opportunities to develop themselves and their careers.

The logistics firm turned to Cornerstone to shift their strategy – the team quickly recognized the benefit of focusing less on what was displayed on an employee's "traditional" resume and instead placing a larger



emphasis on each individual employee's set of skills. As a key part of the partnership with Cornerstone, and its larger talent strategy, the organization began identifying the skills currently inside their organization, where each employee's passions and interests lie, and how to encourage continuous learning and skill development within those areas even further.

Cornerstone's Opportunity Marketplace offered the client an opportunity to gain clear visibility into the skills currently inside their organization and provide employees relevant learning recommendations and career opportunities in a continuous pattern, providing a structured career path for their workforce. HR leaders were able to better manage their talent pools, visualize skills, close skills gaps, map skills to performance, match supply and demand and elevate learning content curation and management. Employees, on the other hand, received transparent, personalized career opportunities and recommended paths for growth and success, creating a win-win scenario for both people and business impact. For this organization, this type of transparency provided increased growth opportunities, improved employee experience and retention rates and more fairness in terms of opportunities available to all employees.

Speaking to their early adoption of Opportunity Marketplace, the leadership team shared, "Opportunity Marketplace is an AI-based tool that has really changed the way we look at the future world for us. At the click of a button, we can identify the next best career move for any given role inside our organization, and what skills they have that may be transferable to other parts of the business or that they would like to develop further to be a stronger candidate for another division or another country. It opens the door for endless possibilities for our people and our business."

Employees are benefiting from:

- **A structured career path:** Beyond matching employees to opportunities, the organization aspires to offer employees a way to keep career development in sight on an ongoing basis – from planning future roles to receiving suggestions to develop the necessary skills.
- **Increased employee retention:** As employees can envisage their future at the logistics firm, fewer are leaving and there is a decreasing need to hire externally. In fact, the organization has had a drop of 10% in external recruiting resources, saving millions.
- **More visibility to internal recruiters:** this platform enables its recruiters to have increased visibility of the internal talent pools based on more than received applications for a position. That way, employees will have a way to raise their hand for new positions and recruiters will be able to see their matches without a need for an active application.
- **Clear insight into skills:** The HR leaders and managers can now clearly see the skills of all 590,000 employees – that's as diverse as it gets – creating a much easier process of finding and growing talent within as opposed to looking externally.
- **Both talent management and talent development:** The firm wants its people to grow, and for that to be celebrated. It may feel hard on managers when employees move teams and departments at first, but in the long-term, people are engaged, their experiences are improved



and the business is overall more efficient and effective, as their workforce has a positive experience finding new ways to reinvent themselves, contribute and belong.

- **Sense of purpose:** With more autonomy and insights into their own development, employees now feel like they have a sense of purpose in the workplace, which is one of the most important attributes that people look for in an organization today.
- **Plugging the skills gap.** From an HR perspective, AI allows leadership to identify skills gaps which otherwise would go unnoticed until it is a bigger problem. This better prepares the company for the future and as a result, the logistics firm becomes a more sustainable business in the long run.



## About Lighthouse Research & Advisory

Through a blend of advisory, proprietary research, and events, the team at Lighthouse Research & Advisory **sets a new standard** for analysts and influencers in HCM to help our partners achieve real results.

**Advisory:** Unlike other firms, Lighthouse doesn't force providers to use a membership to work with us. However, we find that those utilizing our membership offerings generate the best results.

Lighthouse offers everything from long-term membership options to advisory days for employers and solution providers that want access to the team's insights and expertise. Employers typically use advisory for technology landscape insights, but they also ask about industry-specific research and other trends. Solution providers use advisory services for annual partnerships supporting product roadmap, competitive differentiators, and buyer priorities.

**Research:** Our team surveys thousands of employers and workers annually across topics like:

- Talent acquisition and candidate trends
- Learning and employee mobility
- Mental health and employee benefits
- Performance, retention & engagement
- Frontline worker trends
- HR technology usage and adoption

Some of these studies are scheduled in advance based on inputs from our Research Advisory Board (HR and talent executives at employers representing millions of global workers).

One of **our key differentiators** is a focus on **custom research** projects for solution providers that want product/market validation, buyer insights, and other value from quantitative and qualitative data. We have worked with three of the four largest HCM providers in the world as well as a wide range of new and established firms on this type of research, bringing innovative, groundbreaking insights and expertise to solution providers large and small.

**Events and Content:** From our lead-generating events like our annual HR Summer School which has reached tens of thousands of HR professionals to our more focused livestreams and other content like speaking and reports, we know the HR community better than anyone. Unlike traditional analysts that are detached and inaccessible, we measure our success in the impact we have on the profession and discipline of human resources.

From a practical perspective, we offer event partnerships, both licensed and custom content, and other packages for providers that want to stand out with research-based, relevant content for today's HR, talent acquisition, and learning executives.

Learn more at [LHRA.io](https://lhra.io)

