

CYBRARY | FOR TEAMS

5 Undeniable Benefits of Career Path Options for MSSPs

How career pathing helps
MSSPs build a highly
efficient, loyal, and
driven workforce

Boosting employee engagement and retention are two of the top challenges HR teams face. Although these challenges apply to all industries, few have a harder time developing and retaining their workforces than those in the cybersecurity and managed services space. These difficulties are compounded by the acute cybersecurity skills shortage¹ and the need to keep up with a constantly evolving threat landscape.

From onboarding to training to skills development, Managed Security Service Providers (MSSPs) must constantly consider how to better engage their employees and grow their teams. As security analysts and other new practitioners leave college, they often enter the field with a view to jump-start their careers before moving on to more challenging roles, as they gain more experience. Thus, retention is an ongoing challenge that requires a long-term outlook, and that is why career pathing is a critical part of the solution.

Finding your Next Path Forward

Career pathing is an employee development process that focuses on identifying the vertical and lateral opportunities for employees to advance their careers within an organization. It is essential for creating a culture of continuous learning and improvement and offers important benefits to both employees and employers. It can greatly enhance employee engagement and loyalty by providing people a glimpse of their future selves.

In the modern workforce, career pathing is vital due to employees' increasing need for meaning and impact from their jobs. More than ever, they want financial stability and professional advancement options that can have an impact on the world, especially given the enormous economic uncertainty of recent times. If these professional goals align with those of the organizations they work for, there will be less incentive for them to leave the company. Furthermore, motivated teams are more engaged, leading to organization-wide improvement, growth, and customer retention.



Here is a closer look at the benefits of career pathing for MSPs and MSSPs:

1 Retain your top performers

It can take as long as six months to recoup an investment² in a new hire, a figure that can be even higher for a sector that experiences high employee turnover rates like managed services. In the case of MSPs and MSSPs, new hires often come to a company with a view to acquiring experience before moving on. Career pathing helps businesses retain their top performers, as well as nurture junior hires to become better at their jobs. Once an employee has obtained the required experience, they should be given the opportunity to prepare for industry certifications needed to move up the ranks within the business, rather than feeling like they have outgrown their tenure. In other words, career pathing opens up opportunities for employees to change and advance their job roles in line with their professional goals.

2 Attract the best candidates

Given the widespread skills shortage in areas like cybersecurity, attracting the best candidates is another major challenge for MSPs and MSSPs. As such, they often have to hire employees with minimal experience, but this should not be seen as a disadvantage. A career-pathing program might not attract the most skilled and experienced applicants, but instead, it attracts candidates who are willing and ready to learn. The helps lessen the importance of salary being the sole motivation. No matter how junior the workforce is, offering hires the opportunity to advance their professional goals gives them a great reason not only to apply but to stay with the company long term.

3 Boost customer satisfaction

MSPs and MSSPs build their entire brand reputations on trust and transparency. Employees must be able to demonstrate expertise and competence in accordance with their roles in order to maintain those reputations. There is also a direct alignment between employee satisfaction and customer satisfaction. Employees who are engaged and driven are better equipped and motivated to serve customers better, thus increasing revenue and boosting brand reputation. Career pathing makes this possible due to the simple fact that growing the workforce means growing the customers. Every investment in the knowledge, skills, and abilities (KSA) of the workforce is an investment in the future of the business.

4 Increase employee engagement

Employee engagement is on the rise across the board, with just over a third of employees³ now considering themselves enthusiastic about and committed to the organizations they work for. Still, there is a long way to go, especially in the case of managed services, where long hours are the norm. Burnout is a constant risk in the sector, leading to reduced productivity and high turnover rates. However, career pathing oversees continuous training and skills development to help employees work more efficiently, while also giving them the inspiration to work their ways up the ranks. With the ability to learn on and off the clock to advance their careers, they should be less inclined to get by just doing the bare minimum. While the jobs may still be challenging, the reward of continuous learning and advancement will make them all the more bearable.

5 Track and measure success

Even from the perspective of employees, career success is not measured by the size of their paychecks alone. Neither is it measured by job title or how many years they have spent with the company. Career pathing takes a far more sophisticated approach by aligning employees' professional goals with those of the organizations they work for. Online learning platforms offer ample opportunities to track and measure success. In addition to top-level metrics, such as the total number of hours spent learning, managers can assess team members' readiness to pass important certification exams and take an in-depth look into the development of individual skills and knowledge areas.

Cybrary is a workforce development platform that goes beyond training alone to deliver hands-on skills development, customizable career paths, and certification preparation. Our solution helps MSPs and MSSPs upskill their teams and supercharge employee experiences. [Contact us today](#) to schedule your interactive walkthrough.

Resources:

1. <https://www.infosecurity-magazine.com/news/cybersecurity-skills-shortage-1/>
2. <https://www.investopedia.com/financial-edge/0711/the-cost-of-hiring-a-new-employee.aspx>
3. <https://news.gallup.com/poll/241649/employee-engagement-rise.aspx>