Mass Career Customization is a concept that can benefit individuals who need a new lens for thinking about their careers. This concept can also help organizations in their ability to attract, retain and develop talent.

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With Mass Career Customization (MCC) employees can adjust the pace, workload, location/schedule, and role according to their needs throughout their career. This book takes you through the process of implementing MCC (from how to make a business case for it and get buy-in from key people in the organization to running it) and provides detailed case studies of a few organizations that have successfully incorporated it.

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career-life fit, and increased loyalty from greater connection with employees. Mass Customization Shared Benefits The workplace has experienced an erosion of loyalty - and rise of churn. Fifty-six percent of americans say that employers are less loyal to employees than a generation ago, and 51 percent say that employees are less loyal.9 about one in three employees had recently been approached by another organization hoping

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Mass Career Customization. The Framework for Aligning the Workplace with the Workforce. If you put people in a world class environment, they will give a world class performance. —Bill Strickland. B uilding a corporate-lattice organization requires first and foremost a new mental model. As noted in chapter 1, lattices are prized by mathematicians as uniquely elegant structures that can be repeated at any scale in the theoretical world.

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Cathy Benko visits Google’s Mountain View, CA headquarters to discuss her book "Mass Career Customization: Aligning the Workplace with Today’s Nontraditional Workforce." This event took place on ...

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Mass product customization produces business benefits in three areas: reduced costs, increased profitability (through value pricing), and greater customer satisfaction and brand loyalty. MCC can produce similar benefits: reduced acquisition and retention costs; increased productivity through greater employee retention and career-life fit, and increased loyalty from greater connection with employees. Mass customization shared benefits

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Cathy and Anne Weisberg are the authors of Mass Career Customization: Aligning the Workplace with Today's Nontraditional Workforce, (that will be published by Harvard Business School Press this fall). The book is a detailed analysis of what was a pilot program (and is now a phased rollout) at Deloitte by the same title.

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