

Twists & Turns:

What it takes to earn
(and fill) licensed roles

Questions to sharpen your strategy
and how a **talent pipeline development
platform** can help simplify the journey.

Guild



It's getting harder to fill licensed and certified roles, let alone fix unreliable pipelines.

But to solve the shortage, **we first need to shed light on how unrelenting the journey is** — even for a single role.

This guide breaks it down stage by stage, with questions to test your strategy along the way and guidance on how to turn that complexity into a scalable system.

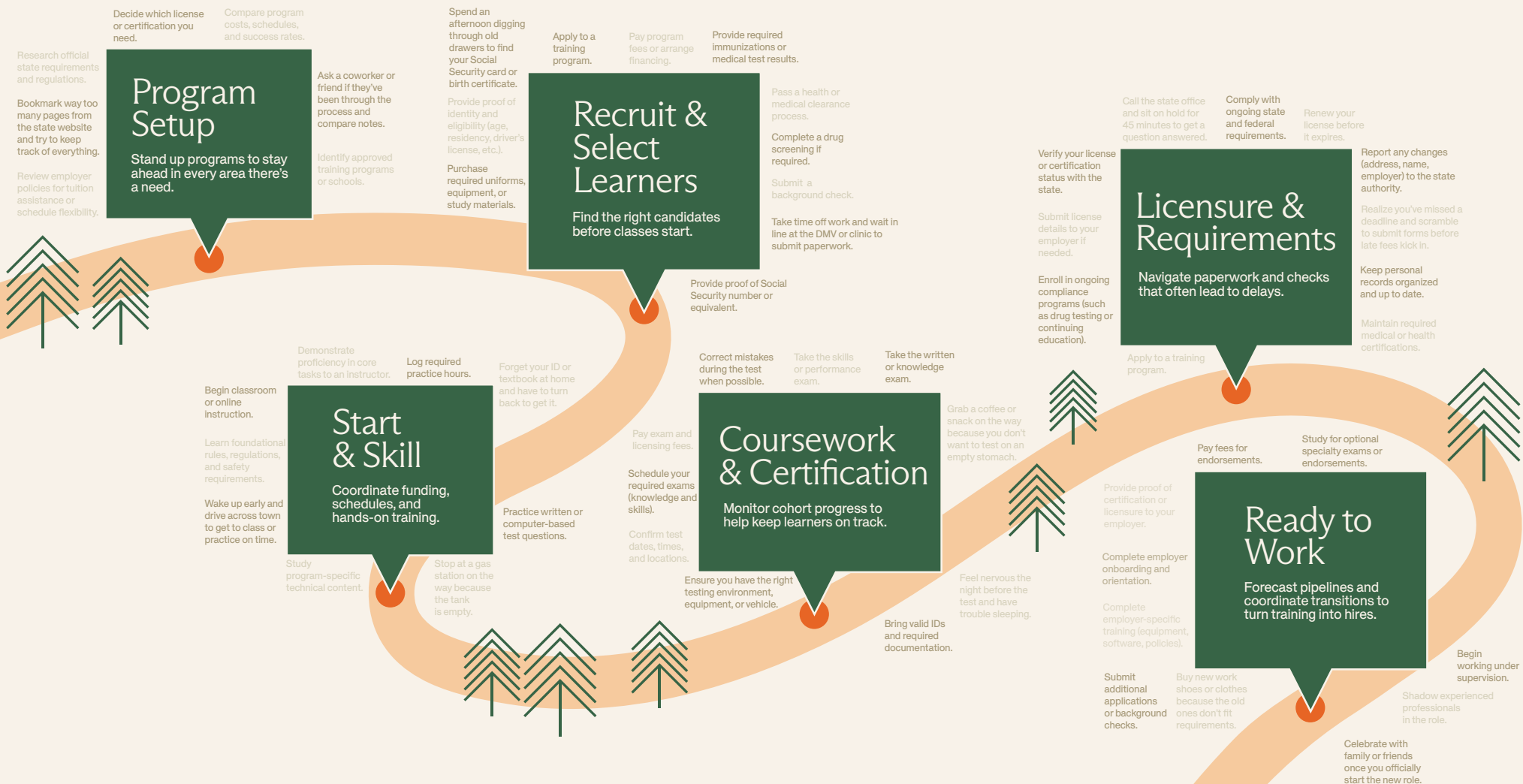


What does it really take to fill a role?

Employers juggle partners, processes, and policies at every turn.

Meanwhile, learners face an even longer list of daunting steps along the way.

Every gap costs you the chance to put the right, role-ready talent where it's needed most.



The challenge of filling licensed and certified roles multiplies across teams and regions.



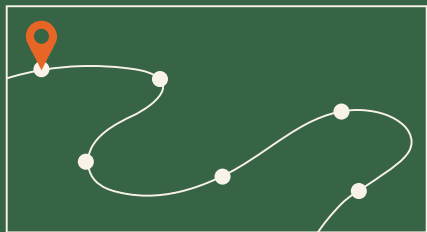
But markers of success **do exist.**

As we dive back in to explore each stage, answer the questions designed to help assess your strategy and **learn how a platform like Guild Navigator could help you do it better.**



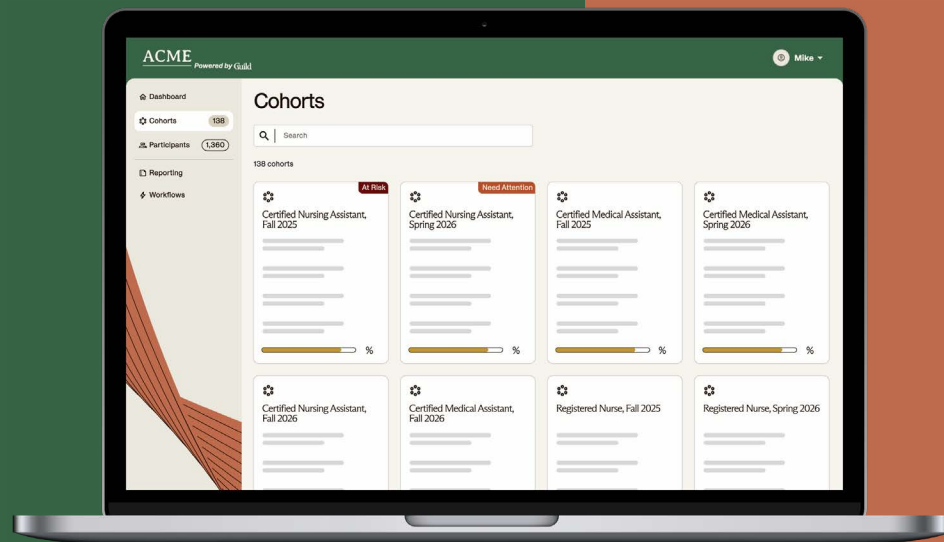
What is Guild Navigator?

Guild Navigator is a talent pipeline development platform that helps you deliver hands-on, cohort-based training and build role-ready pipelines anywhere you operate.



Program Setup

Too often, local partnerships stay isolated, making it hard to scale what works. Employers (and employees) succeed when consistent talent cohorts take shape across locations and roles.



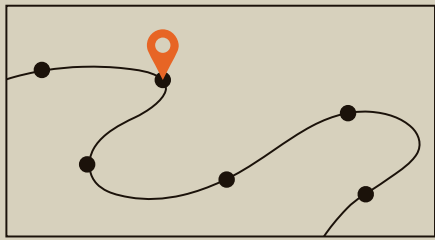
Ask yourself:

Do employees have similar high-quality learning experiences regardless of location?
Or are we spending resources standing up new programs every time there's a need?



Launch consistent, turnkey programs fast.

Navigator configures across roles, cohorts, and locations to help build repeatable partnerships with schools that matter most to your communities, scaling without constant reinvention.



Recruit & Select Learners

High-investment programs require the right candidates who understand the path ahead and have the support to stick with it.



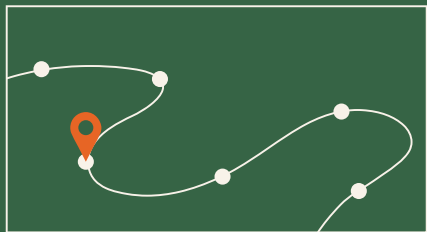
Ask yourself:

Do we have a system for identifying and educating high-potential candidates for our most in-demand roles, or does the process vary from site to site?



Select the right candidates with confidence.

With Navigator, you gain access to tools and recruiting materials that help you identify the right candidates and ensure optimal enrollment processes across regions.



Start & Skill

Learners need to know what they're getting into, and they need funding, schedules, and onboarding aligned so they can focus on learning, not logistics.

“

I don't think I would've remembered as much — staying on track with assignments, the drug test, and the background check, and making sure they were done on time. I don't think I could've kept everything on task.

”



Jennifer W.

Learner

Good Jobs
Birmingham



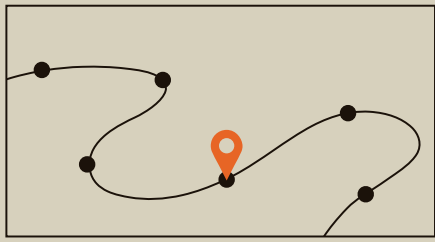
Ask yourself:

Can we spot where learners might stall early on? And are we giving them visibility into the career path ahead?



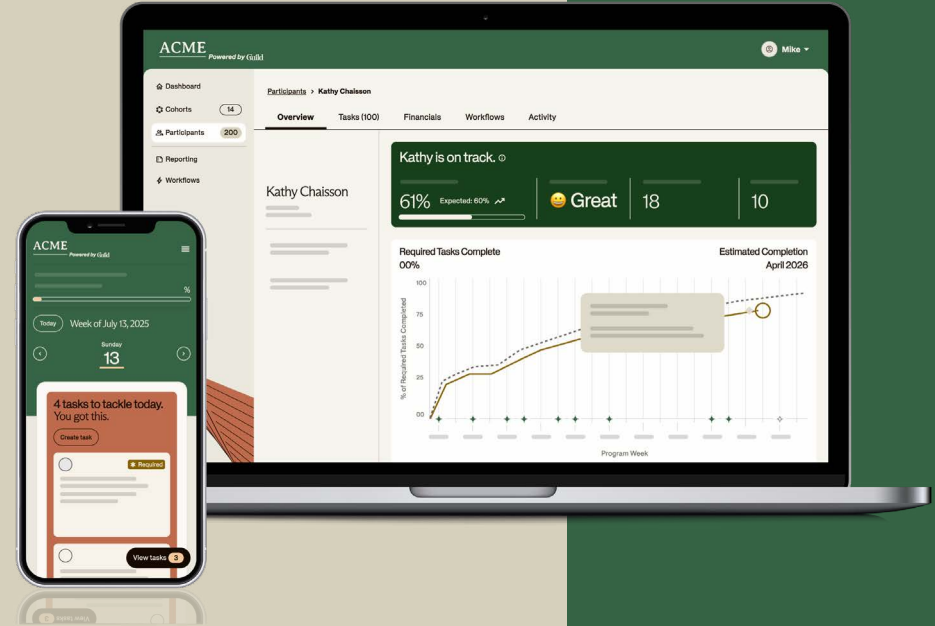
Build momentum in the early weeks.

Navigator helps you streamline the start with hands-on, cohort-based training, career path visibility, and real-time insights. Plus, wraparound resources like tech and transportation support.



Coursework & Certification

Without visibility into milestones across cohorts and regions, small problems remain hidden until they become big ones.



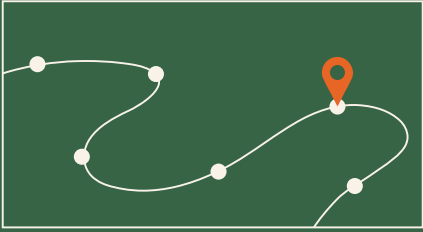
Ask yourself:

Are learners getting the clarity and support they need to stay on track? And do we have visibility into how they're progressing?



Turn progress data into actionable insights.

Navigator's dashboards display readiness and support needs, while learners receive task-level guidance and community connections to maintain momentum.



Licensure & Requirements

Applications, exams, and background checks add hurdles that become difficult to manage alongside work and life, and keep roles unfilled when you can least afford delays.



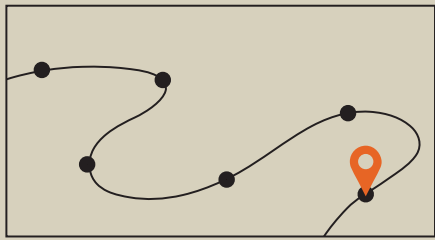
Ask yourself:

Do we have the visibility to consistently forecast completions, identify bottlenecks, and anticipate how long vacancies will stay open?



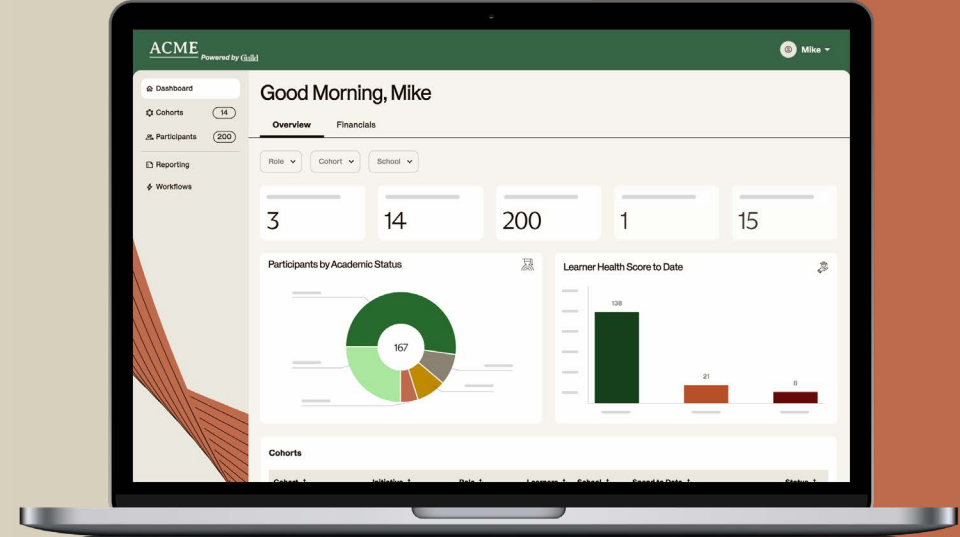
Accelerate learners into roles.

Navigator centralizes tracking and automates workflows, enabling you to reduce delays and gauge readiness across cohorts and regions.



Ready to Work

Employees need to feel confident that their efforts lead to a real job, and you need reliable data and visibility into when talent is role-ready so your teams can prepare to fill vacant roles.



Ask yourself:

Can we ensure learners move into jobs quickly? And prove that our internal pathways are reducing reliance on external hires or agency spend?



Connect the dots from completion to placement.

Navigator's configurable tools help you replicate success and support learners in the transition from training to placement.

Wherever these questions took your thinking, Guild Navigator can help you build on it by turning complexity into a system that works across regions and roles.

How could it work in your organization?

Speak to an expert

Guild

“

Before Navigator, scaling local talent programs felt like **sprinting through fog**. Now, we have the **visibility and structure to know exactly where learners are in their journey** — and the confidence that we can scale without burning out our team.

”



Erin Pearson

*Talent Outreach
Strategist*

Children's Nebraska