

SBA MINI GUIDES INTERNAL TALENT MARKETPLACE TRACKER

A practical framework to track the impact of Internal Talent Marketplaces

INTERNAL TALENT MARKETPLACES

Internal talent marketplaces (ITMs) create agility, increase retention, and give employees visibility into growth opportunities.

But impact only becomes visible when tracked intentionally.

This guide provides **five core areas of measurement**, with the right questions, metrics, and practical next steps.

The 5 core ITM metrics:

- **Mobility** – Are people actually moving?
- **Engagement** – Are people motivated by internal opportunities?
- **Retention** – Are you keeping the best people?
- **Equity & Access** – Is the system fair?
- **Business impact** – Does it help the company move faster?

Use this to guide your setup, inform stakeholders, and align HR and business teams.

INTERNAL TALENT MARKETPLACE: THE 5 CORE METRICS

1. MOBILITY	2. ENGAGEMENT	3. RETENTION	4. EQUITY & ACCESS	5. BUSINESS IMPACT
<p>ARE PEOPLE MOVING INTERNALLY?</p> <p>Why it matters: Internal mobility shows the marketplace is active and visible.</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> •Internal moves per quarter •Participation rate (% of workforce applying or moving) •Time to fill internal opportunities <p>Action Tip: If movement is low, improve visibility and manager engagement.</p>	<p>ARE PEOPLE MOTIVATED BY INTERNAL OPPORTUNITIES?</p> <p>Why it matters: When employees see real growth paths, they stay more engaged.</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> •Engagement levels pre/post move •% of employees who believe they have growth opportunities internally <p>Action Tip: Use storytelling and feedback loops to show progress and build confidence.</p>	<p>ARE YOU KEEPING THE BEST PEOPLE?</p> <p>Why it matters: Employees are more likely to stay when they can grow internally.</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> •Retention rate of internal movers •Change in voluntary attrition before/after marketplace use <p>Action Tip: Analyze whether internal moves are reducing regrettable exits.</p>	<p>IS THE SYSTEM FAIR?</p> <p>Why it matters: Internal opportunity shouldn't depend on who you know.</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> •Demographic and departmental access to opportunities •Manager support rates •Application vs. selection breakdown by gender/level/location <p>Action Tip: Train managers to support mobility and audit selection patterns regularly.</p>	<p>IS THIS SYETM HELPING THE COMPANY MOVE FASTER?</p> <p>Why it matters: ITMs are strategic tools—not just HR tech.</p> <p>Key Metrics:</p> <ul style="list-style-type: none"> •Time to staff internal projects •Manager satisfaction with internal hires •Cost savings vs. external hiring <p>Action Tip: Share business wins (faster delivery, cost reduction) to build ongoing leadership buy-in.</p>

INTERNAL TALENT MOBILITY ISN'T JUST AN HR INITIATIVE


The organizations that thrive today are those that **unlock talent from within**. Internal talent marketplaces don't just create mobility. They **drive retention, engagement, and agility** across the business.

But building the system is only half the story. **Measuring its impact is what turns your internal marketplace into a strategic lever**. That's why defining and tracking success across the five key areas of **Mobility, Engagement, Retention, Equity, and Business Impact** is critical.

Where SBA Can Help. SBA works with organizations to design, launch, and optimize internal talent marketplaces that deliver results.

We partner with HR and business leaders to:

- Build or refine **talent mobility strategies**
- Set up **metrics dashboards and success reviews**
- Train managers and HRBPs on enabling movement, not blocking it
- Connect internal mobility to **retention, DEI, and workforce planning goals**



Let's talk about making talent
movement work for you

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fabrizio@shibisset.com

This sample tracker illustrates how **Company XYZ** is monitoring the success of its internal talent marketplace six months post-launch.

The table shows real-world application of the tracker, with measurable outcomes across five focus areas: **Mobility, Engagement, Retention, Equity & Access, and Business Impact.**

The data highlights early wins (e.g., faster project staffing, improved retention), areas for improvement (e.g., manager support, access equity), and provides a clear line of sight to business value.

This format serves as a practical reference for designing your own impact dashboard.

INTERNAL TALENT MARKETPLACE TRACKER - SAMPLE				
Measurement Area	Metric	Current Value / Baseline	Target	Progress / Notes
Mobility	Internal moves per quarter	42 internal moves (Q2 2025)	60 per quarter by Q4	Trending upward; strong demand in marketing and product teams
	Participation rate (% applying or moving)	18% of workforce	30%	Uptake highest among Gen Z & mid-level roles
	Avg. time to fill internal roles/projects	19 days	< 14 days	Need to streamline manager approvals
Engagement	Engagement score post-move	8.4 / 10 (avg. across movers)	≥ 8.5	Movers report stronger purpose and connection
	% of employees seeing clear growth paths	46%	70%	Awareness campaign planned for Q3
Retention	Retention rate of internal movers (12 months)	94% (rolling average)	Maintain > 90%	Early signs show strong correlation to retention
	Voluntary attrition change since launch	Down 12% vs. same period last year	Down 15%	Notable decline in exits from tech & ops teams
Equity & Access	Representation in applications & selections	Balanced by gender and level; underrepresentation in Ops	Parity across departments	Action plan in place to increase Ops access
	Manager support rate for mobility	61% of employees say their manager encourages internal moves	80%	Leadership training for frontline managers in rollout
Business Impact	Time to staff internal projects	23% faster vs. external hiring	30% faster	Internal hires filled 12 cross-functional projects YTD
	Manager satisfaction with internal hires	4.3 / 5 average satisfaction	≥ 4.5	Managers value speed but request more readiness screening
	Estimated cost savings vs. external hires	Approx. \$480,000 saved YTD	Track \$1M+ savings by year-end	Based on reduced use of external agencies and onboarding time

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teams | Better results

We help build organizations where
people perform at their best – so the
business does too.