



Head Count on Fuel50: 8,000+
Industry: HVAC manufacturing & distribution

Primary challenges:

Career-path visibility and employee retention

Headline results:

When employees set goals for their IDP and/or get mentored, they're more likely to move internally. When they move internally, their tenure increases by 5 months.

Goal setting and action-tracking led to

10.7%

more internal moves

Career coaching delivered a

21%

lift in mobility

Each internal move added an additional

~5

months of tenure

Retention was the goal, but lack of visibility was the obstacle

Lennox didn't pursue internal mobility as an end in itself. **The goal was retention.**

They wanted to keep talent longer and knew that meant helping people grow within the business. However, visibility stood in the way. Many employees didn't know what roles existed beyond their current teams or which skills they needed to move forward.

Development plans lived in the LMS but weren't connected to real opportunities. HR and operations leaders did their best to guide career conversations, but without a centralized system, efforts lacked consistency and scale.

Lennox needed a way to make growth visible, accessible, and measurable—for everyone.

Fuel50 made career growth visible, measurable, and accessible

To solve the visibility gap, Lennox implemented two core Fuel50 experiences: Journeys and Goals.

Together, these features helped employees not only imagine their next step but take measurable action toward it.

Journeys: Turning exploration into direction

Fuel50's Journeys feature gave Lennox employees a personalized, visual roadmap of where their careers could lead.

By revealing recommended roles based on their skills, aspirations, and developmental goals—and clearly identifying the skill gaps—it turned career growth into a clear, guided process.

Journeys both sparked discovery and produced clarity. It helped employees align their ambitions with existing roles and take meaningful steps forward.

Goals: Making growth actionable

Once employees could see where they were headed, but they needed a way to move.

Fuel50's Development Goals feature—known internally as Individual Development Plans (IDPs)—let employees

set clear career objectives and log concrete actions to achieve them.

This turned career planning from passive paperwork into an active, trackable process. And it made a measurable impact: Employees who set goals and actions were 10.74% more likely to move internally.

In talent management, even a 5% improvement is significant, so at over 10%, the impact stood out.



Michael Conley, strategic sourcing lead at Lennox, saw the impact firsthand:

"The Career Path feature is a great addition! It's helped employees explore different fields within Lennox where their skills are transferable," he said. "A coworker from another department saw my Career Journey profile and reached out because they're interested in Sourcing & Logistics."

Danielle Allen, now a residential national account advocate at Lennox, credits her career move to the structure her IDP provided:

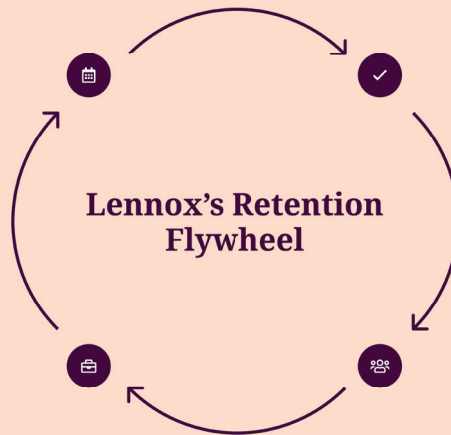


Long Tenure

Each move leads to an average 5 month increase in retention and starts the cycle over again

Internal Movement

Employees apply for and secure roles within Lennox



Actionable Planning (Goals + IDPs)

Employees set clear goals and development steps to prepare

Support along way (Coaching + Mentoring)

Guidance keeps employees motivated and accountable

“Filling out my IDP helped me see where to focus,” she said. “I’m now in a stepping-stone role toward talent management.”

– Danielle Allen

Career coaching: Turning plans into progress

Setting goals established direction, but follow-through required support.

Lennox scaled coaching through structured manager check-ins, peer conversations, and mentorship pairings, giving employees the human touch points they need to stay on track.

That layer proved to be the difference between intention and action; employees who set goals and engaged with mentors were **21% more likely to move internally**.

Fuel50 provided the platform. Coaching created momentum.

The measurable impact: How goal setting and coaching led to 4,800 internal moves and added up to 2,000 years’ worth of retained talent

Beyond platform usage and anecdotal feedback, the impact of Fuel50 was visible in business-critical outcomes.

On average, each internal move added five months of tenure. Multiply that across Lennox’s 4,800 tracked internal moves, and the company effectively retained more than 2,000 years’ worth of institutional knowledge.

That movement was the result of an intentional system that encouraged goal setting, enabled career conversations, and, crucially, connected employees with the right mentors to guide them forward. Fuel50’s intelligent mentor-matching helped turn aspirations into action, giving people targeted support from those who’d previously walked the path.

Goal setting not only guided career growth but also extended it.

At Lennox, each goal added to an IDP was linked to 25 extra days of tenure, and each developmental action another 17. Even a modest level of engagement—just a few goals and actions—could easily translate into an additional year of tenure for an individual.

This is the power of a retention flywheel—and once it started spinning, the results compounded.

The bottom line

Lennox didn’t just adopt a new platform; they gave their people something they didn’t have before: a clear sense of what’s next—and the support to go after it.

With Fuel50, career development became more than a policy. It’s now an active pathway for people to grow. Employees can see where they’re headed, take steps to get there, and feel guided along the way.

The results speak for themselves: When people move and grow internally, they stay with the company. That’s how Lennox turned career visibility into a long-term retention strategy and built a stronger talent pipeline in the process.