TECHNOLOGY
POWERED
LEADERSHIP DEVELOPMENT

86% — IMPACT ON TEAM EFFECTIVENESS

48% — IMPACT ON PRODUCTIVITY

$2M ROI — $2 MILLION RETURN ON INVESTMENT

9.4/10 SATISFACTION SCORE
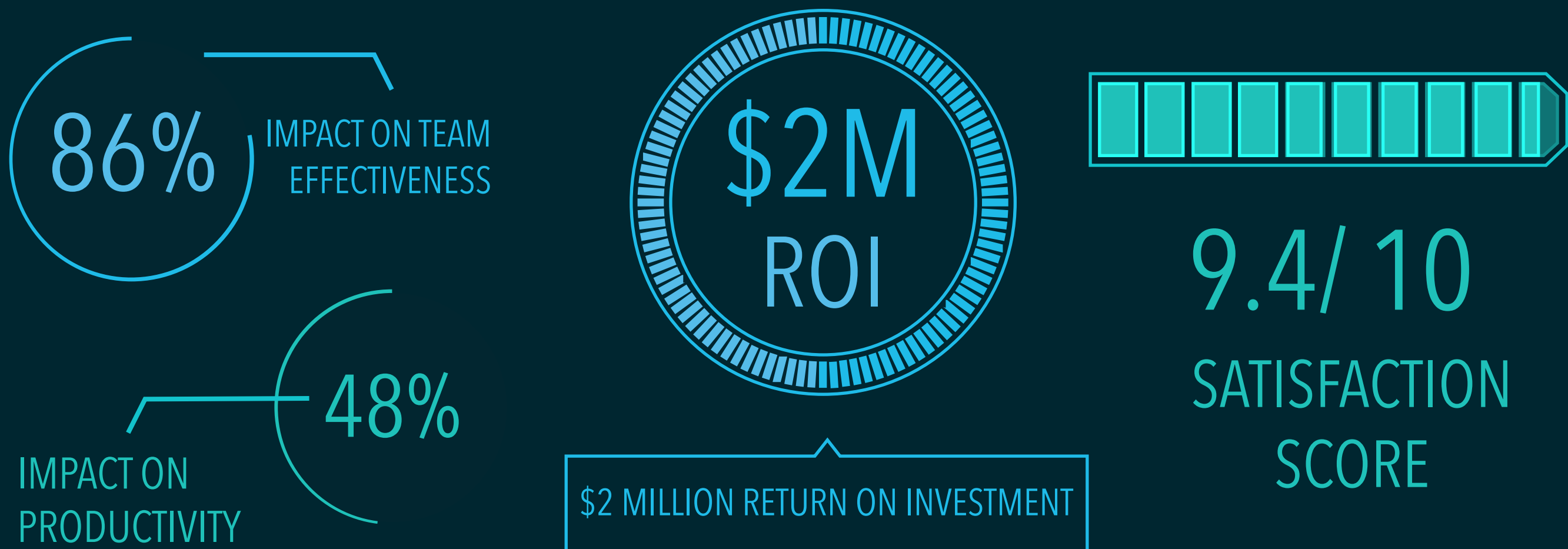
CASE STUDY :

Maria, Vice President of Talent Management at a global mass media company, was overwhelmed. She had the directive to roll out a new Leadership Development program for her 21 Sales and Marketing Senior Directors, but she was concerned about having the time to efficiently manage the program herself. Fortunately, Maria had access to AIIR's ECM™ coaching management technology, designed to help busy leaders like herself track and manage all coaching engagements within a single, secure space. With ECM™, Maria could maximize efficiency and accountability while also measuring the business impact of coaching within her organization.

In the weeks leading up to the engagement, AIIR Consulting worked directly with Maria and her Project Manager Jamie. Jamie received an in-person on-boarding and training experience on ECM™, in addition to unlimited support and assistance customizing the system with her organization's branding and her program's needs.

Throughout the program, each member of the LD cohort coordinated with their assigned coach through their secure Coaching Zone™ accounts. Participants scheduled meetings, reviewed coaching notes from previous sessions, and initiated HD telepresence meetings all from one secure space. To maximize learning integration with the executive education component, Jamie used ECM™ to push content to each individual's Coaching Zone™ library.

With ECM™, Jamie was also able to easily track the progress of all 21 engagements from a single dashboard. Although the information shared between the coaches and clients remained confidential, the calendar details and performance against key KPIs from the Coaching Zone™ provided Jamie with a bird's eye view of the entire program. As a result, Jamie could see who was meeting with who, when they were meeting, and whether it would be via phone, telepresence, or in person. She could also drill down to see a more detailed view of each engagement between coach and client.

As coaching engagements came to an end, each participant was automatically sent a Coaching Impact Survey through their Coaching Zone accounts. Jamie customized this survey in advance based on the organization's strategic objectives and the LD program's target KPIs. As participants completed their surveys, the responses were aggregated within ECM™ and made accessible to Maria and Jamie. Jamie was then able to view and download individual survey results, view this aggregated Business Impact data directly in ECM™, or export the aggregated data into an Excel file with a single click.

The native ROI algorithm estimated a return of nearly 15 times the initial investment as a direct result of coaching. This metric was just one useful data point within the context of the measured Coaching KPIs and Net Promoter Scores. On KPIs, 86% of participants reported an impact on "Team Effectiveness," 81% on "Vision," and 48% on "Productivity." Metrics like these gave Jamie deep insights into program results, helping her refine her objectives and strategy for next year.

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