

Creating a Coaching Culture...



Client need

With 51% of employees reporting limited opportunities for growth, and 63% of leaders identifying as first-time managers, a global ride-hailing app identified the need to **cultivate a coaching culture** to drive growth.



The solution...

The company partnered with BTS to create a **customized two-day coaching program** that was highly contextual to fit teams' specific needs.

Following the two-day program, participants experienced **one individual coaching session** and **three virtual small group coaching sessions**, ensuring long-term behavior change and sustained learning.

The program has been implemented in eight cities, reaching almost **every continent**. Over five months, more than **1,070 coaching sessions** were completed, with more than **2,000 one-to-one** coaching or small group hours.



Results

9.4 out of **10**
the global average
answering the question:
"Would you recommend this
program to a colleague?"



'One of the most impactful and well-rounded trainings I've had in my life.'



'The content is absolutely stellar. I think about the concepts introduced EVERY DAY'

