

Building a Diverse Talent Pipeline

Client - Leading Advertising and PR Agency

Solution at a glance

Like many organisations, this client recognised the need to do more to identify, retain and elevate high potential female leaders who would help grow their business. In response to the client's brief, Thrive took on the challenge of developing and executing a female coaching development program, aligning with the client's goals to accelerate 30 women to senior roles in 30 months.

Flexible

Thrive's coaching program is built on a flexible platform, allowing for personalised leadership development. Recognising the uniqueness of each participant, our one-on-one coaching sessions were tailored to address individual growth areas, ensuring a customised learning experience.

Scalable

From Top Leaders to Coaching for All: The program, spanning two continents, ensured a global reach, breaking language and cultural barriers and creating a cohesive learning experience for participants. The platform insights also gave global visibility into utilisation, spend, and impact, providing cut-through data for effective program management.

Cost-Effective

Sessions Not Seats: Thrive's innovative pricing model focuses on "**Sessions not seats**," ensuring that clients pay for the coaching credits they use, making it a cost-effective investment. **Unlimited Users:** With no limitations on the number of users, organisations extended the benefits of the coaching program across their workforce to female hi-po's lower down in the organisation.

Thrive's Holistic Approach

Thrive's approach to the leadership development program went beyond a one-size-fits-all model. By integrating one-on-one coaching with their existing programmes, we provided a comprehensive and personalised experience. Quarterly meetings with the core sponsor not only facilitated insights sharing about overall progress but also uncovered organisational challenges hindering career progression.

Results and Impact

Across the partnership, as part of 30 by 30 plus other interventions, over 460 people received Thrive Coaching

92%

Session Satisfaction

93%

Coachees are able to put their learnings into action within a month

"Coaching can be life-changing. What is brilliant about our new Coaching platform is that it busts the myth that coaching is only for senior people and only for work-related issues." - **Client Head of Learning and Development**