

Uplevel your leaders

Build the skills needed to more effectively lead high-performing teams and drive business success in the new world of work.

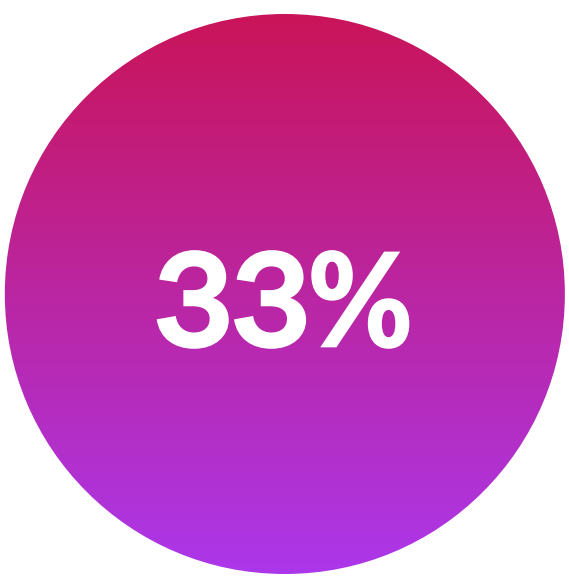


Challenge:

The world of work has *changed*.



Leaders possess the talent required to manage



Leaders confident in making business decisions



Executives satisfied with frontline performance

We are asking more of our leaders than we ever have before. As we move through an accelerated digital transformation where teams have become even more dispersed, inspirational leadership is increasingly critical to effective team performance.

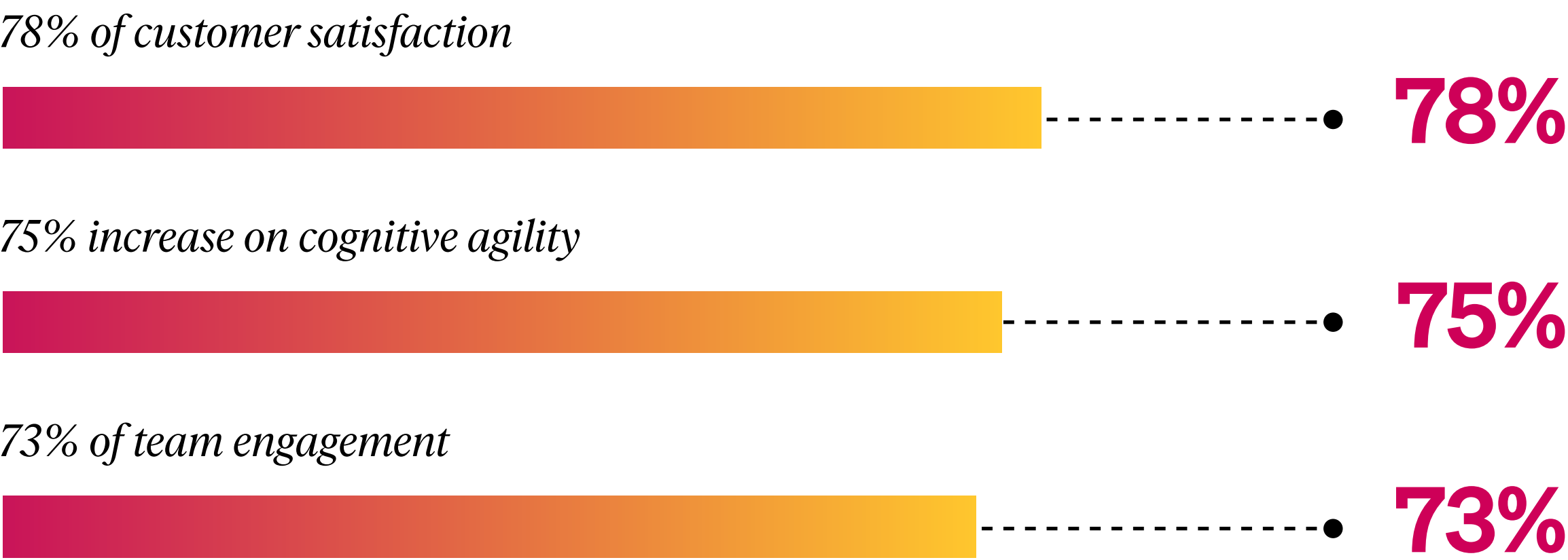
What’s happening, and what does it mean?

- 1. People are struggling — we need leaders to be empathetic and inspiring.
- 2. The pace of change is unprecedented — we need leaders to build the agility and resilience of their teams.
- 3. Teams are more dispersed — we need leaders to foster more open communication and trust.
- 4. Organizations are more siloed — we need leaders to build stronger relationships and cross-functional partnerships.

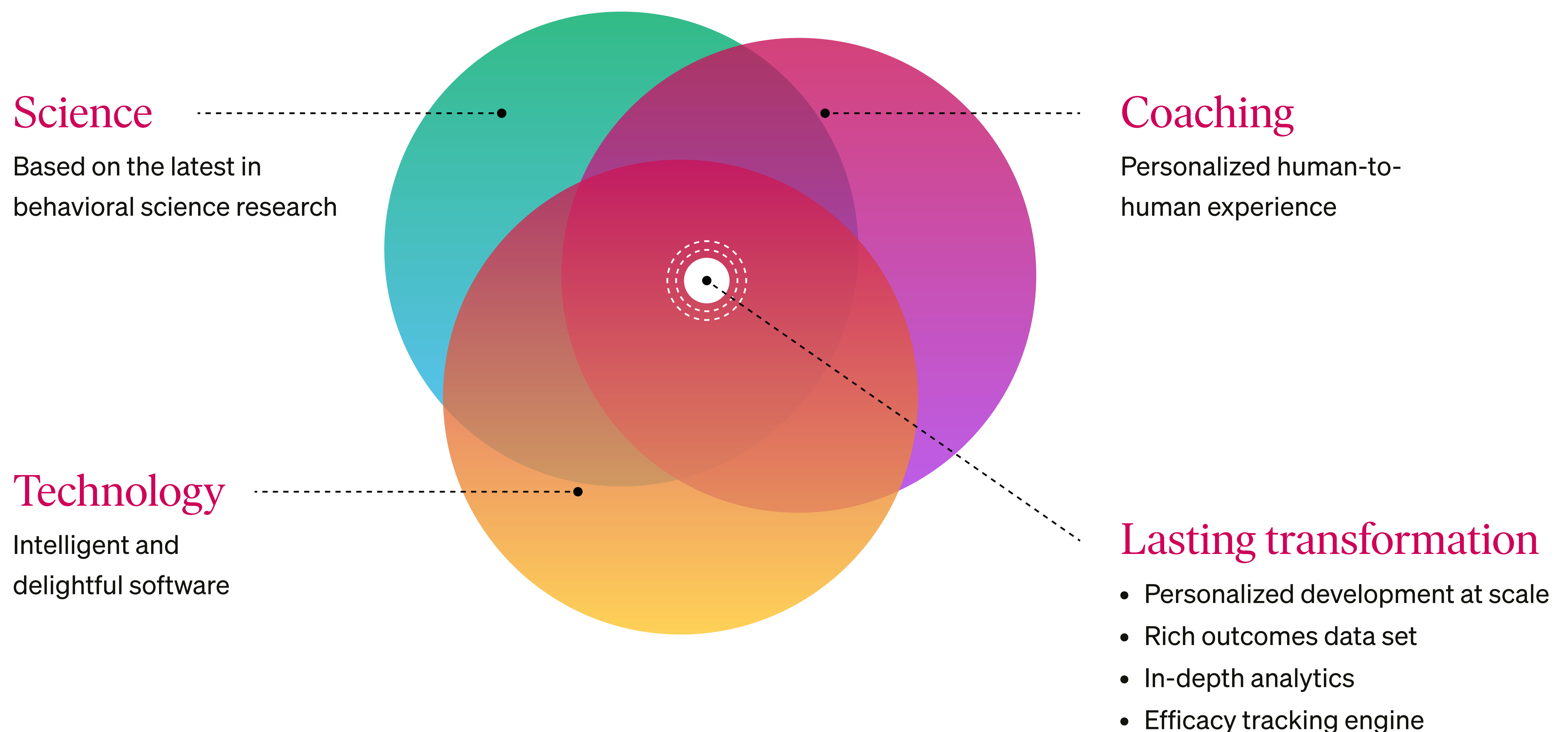
Expectations for leaders have never been higher. Simply working harder isn’t an option.



Front-line managers are critical to business success & drive:



Our approach: Personalized, lasting development at scale that builds future-proof leaders



When managers are supportive and involved in the development of their subordinates, leadership growth of their direct reports accelerates by up to 96%. Yet, managers are not good at providing consistent coaching and feedback to their teams. BetterUp provides the safe space for roleplaying, feedback, and practice for crucial conversations and formal performance management events to help elevate every leader in coaching and developing others.

Our solution is **highly personalized** and **scaled** for the entire organization. We provide 1:1, on-demand, specialist, and group coaching to managers and leaders at all levels.

We will help your people:

- ✓ Instill new values or leadership capabilities
- ✓ Build inclusive leadership skills addressing psychological impacts of change.
- ✓ Cultivate coaching and feedback skills
- ✓ Develop higher performing teams
- ✓ Improve retention, productivity, and performance
- ✓ Maximize your return-on-investment by ensuring people receive the right level of support

How we can help

Goal	Activate your frontline	Unlock and energize the frozen middle	Set the pace from the top
Who	High potentials, new and frontline managers	Middle managers and leaders in transition	Senior and executive leaders
Why	The skills that make a strong manager are markedly different from those that make a strong individual contributor. Build new mindsets to embrace empowering over doing, translate strategy to the team context, identify and remove roadblocks, establish trust and credibility, and provide direct and actionable feedback.	Managers often struggle with difficult conversations, delivering effective feedback, and influence. Middle managers must navigate complicated power dynamics and hierarchical relationships, where they often need to switch between situations where they have high and low power which takes a cognitive toll. They are also both “the victims and carriers of change.”	Build the mindsets needed to embrace empowering over doing, translate strategy to the team context, identify and remove roadblocks, establish trust and credibility, and provide direct and actionable feedback.
What	<ul style="list-style-type: none">Dedicated 1:1 coachingOn-demand and specialist coachingGroup coaching with peers		

Employee advantages:	Organization advantages:	
<p>Platform & insights:</p> <ul style="list-style-type: none">Personalized development journey in the flow of workEvidenced-based assessments baseline and track growthMicrolearning, goal setting, and nudges	<p>Success & support:</p> <ul style="list-style-type: none">Demonstrated return-on-investment (ROI)Dedicated customer supportBehavioral scientist & expert coaching supportAnalytics dashboards to monitor employee growth and business outcomes	<ul style="list-style-type: none">Quarterly business reviews to ensure growth and development successHCM, LMS, and LXP integrations for a more seamless experienceAI and machine learning optimize your investment

Our platform: Personalization *on demand* to drive lasting transformation

Scale impact with coaching

“My coach provided much help to make me become a better manager. [In] the past 4 months, I’ve learned how to improve my focus, which greatly increased my work efficiency, and reduced the anxiety from task backlog. I also learned how to communicate with higher level [people] [more] clearly... In addition, I learned how to have better control [over my] work and how to motivate my employees.”

— Manager & BetterUp member

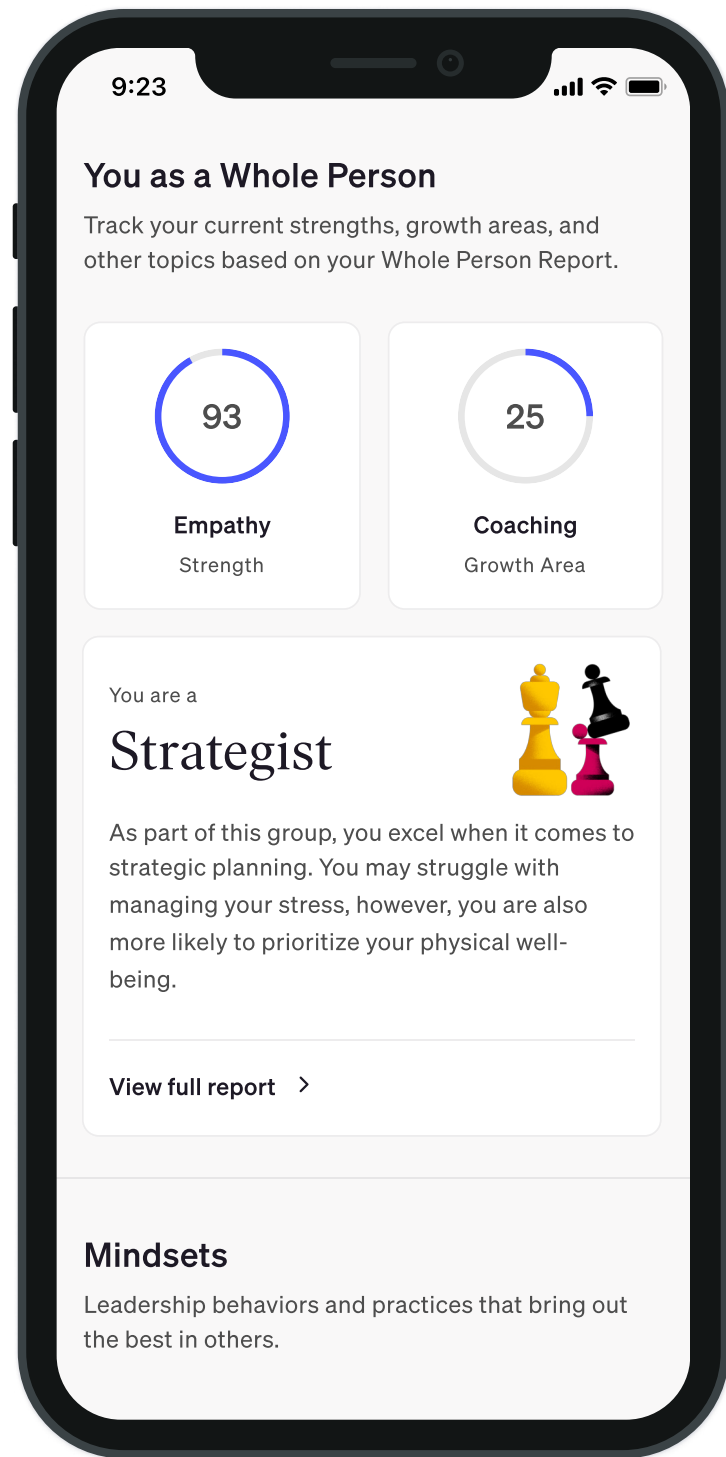
BetterUp’s coaching approach is grounded in science, enriched by technology, and fundamentally human. Leveraging 18,000 behavioral science data points, we identify and focus on an individual’s strengths to support long-term growth. Coaching plans are customized to the individual but also map to organizational competencies and goals.

Our coaches are industry experts and have years of experience in leadership and managerial roles to draw insights from. BetterUp coaches maintain an International Coaching Federation certification (PCC level) or equivalent certification with at least 1,000 hours of coaching experience (and/or a graduate degree in behavioral science).

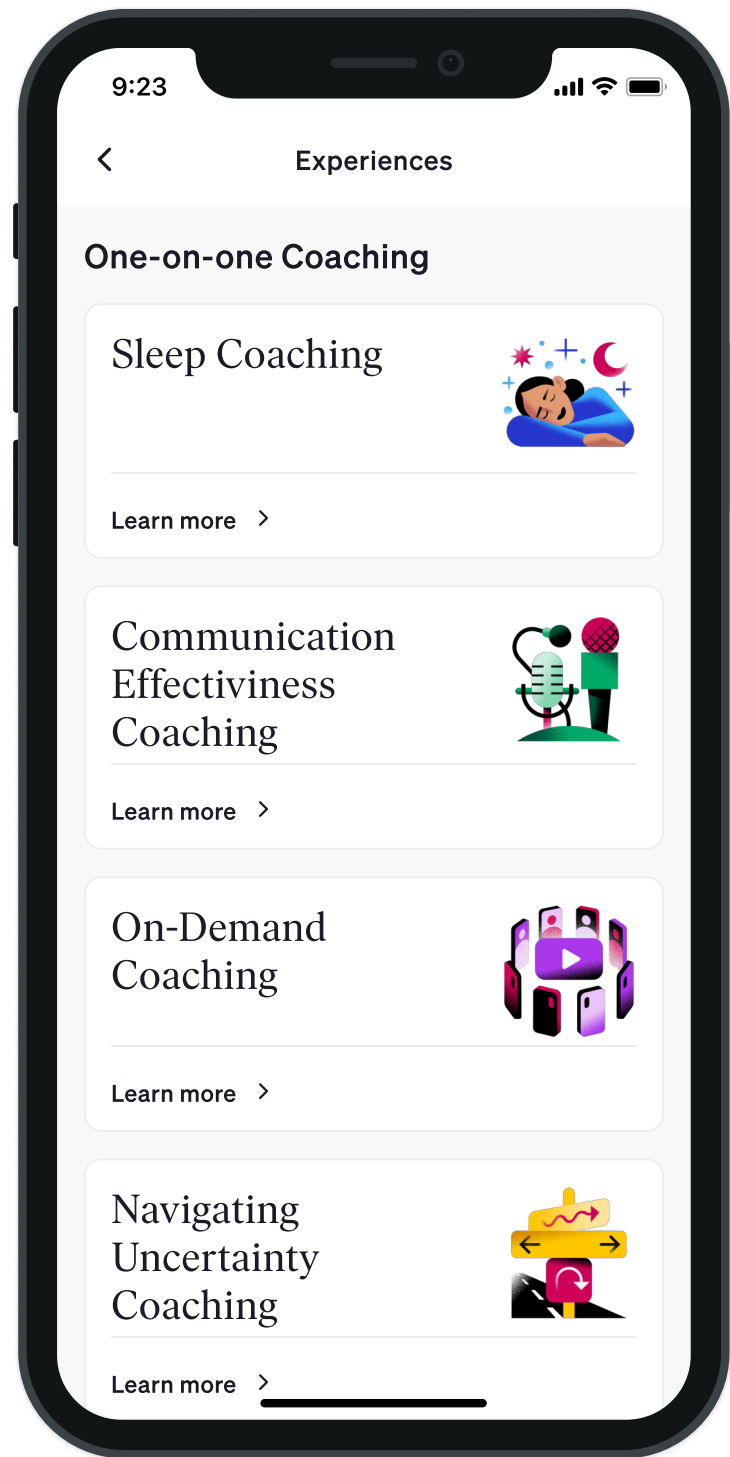
BetterUp’s coaching network of 2,000+ passionate coaches is the largest of any tech-enabled coaching partner. Our global team supports individuals & organizations around the globe providing coverage in 58 different countries, 30+ languages and every inhabited time zone.

In addition to dedicated 1:1 coaches, we also provide:

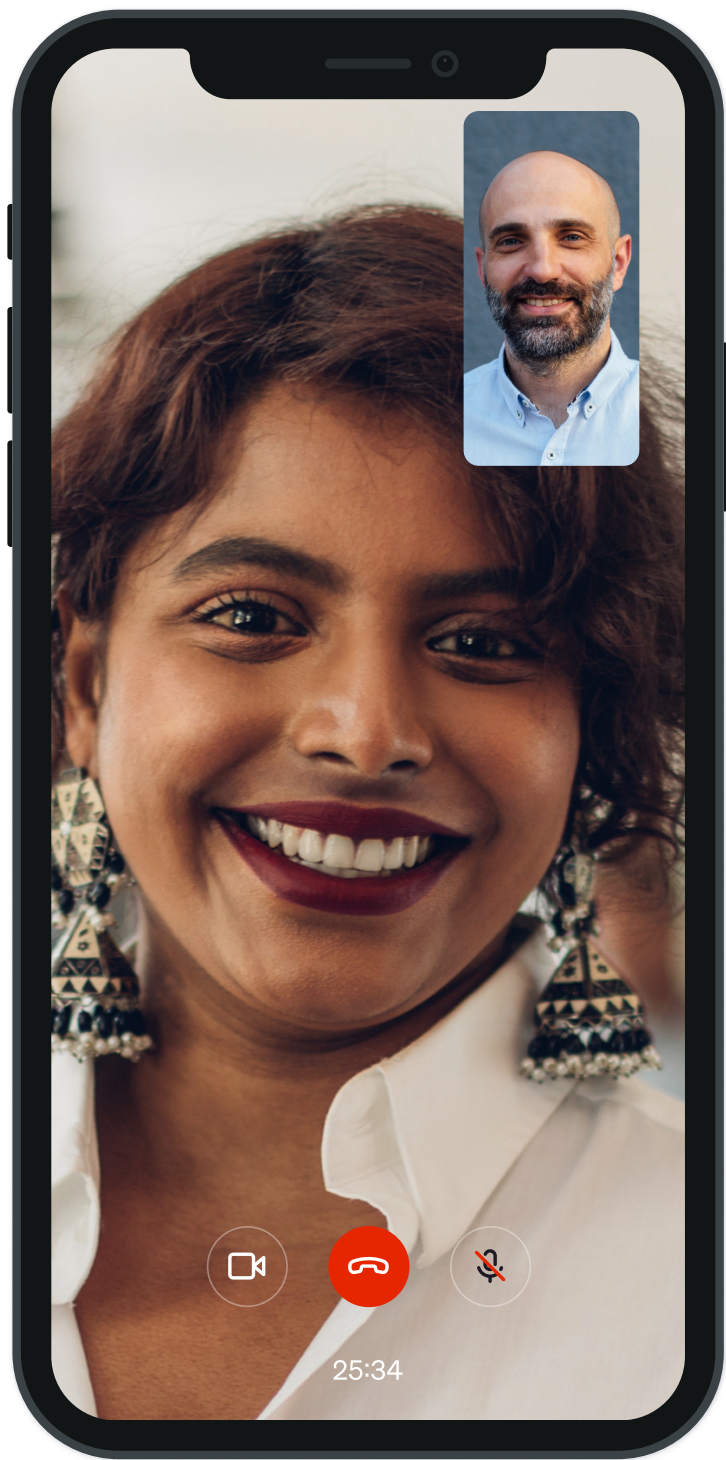
- **On Demand Coaching** offers same-day, in-the-moment support to help members respond to discrete issues as they arise like processing feedback, managing a stressful situation, or navigating a difficult conversation.
- **Specialist Coaches** provide targeted coaching on topics such as effective communication, navigating uncertainty, and diversity and inclusion. These coaches come with training, certification, and past professional experience in the topic to provide in depth support in service of leader development.
- **Group Coaching** provides an expert-guided group coaching experience focused on skill development, peer coaching, and discussion to create meaningful growth and development. Peer-to-peer learning builds connection, community, and norms around topics like inclusive leadership, feedback, thriving in uncertainty, collaborating and leading remotely, and effective decision-making.



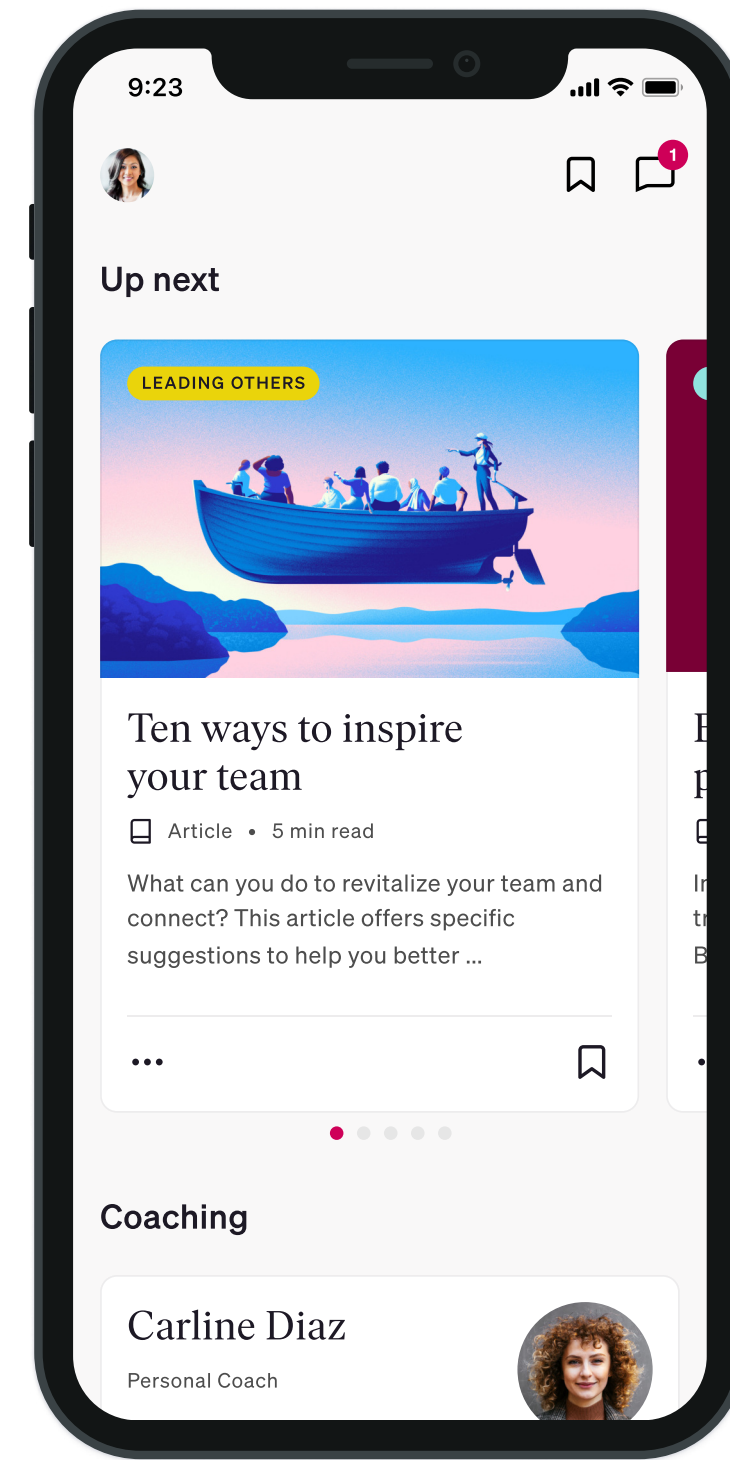
Personal insights



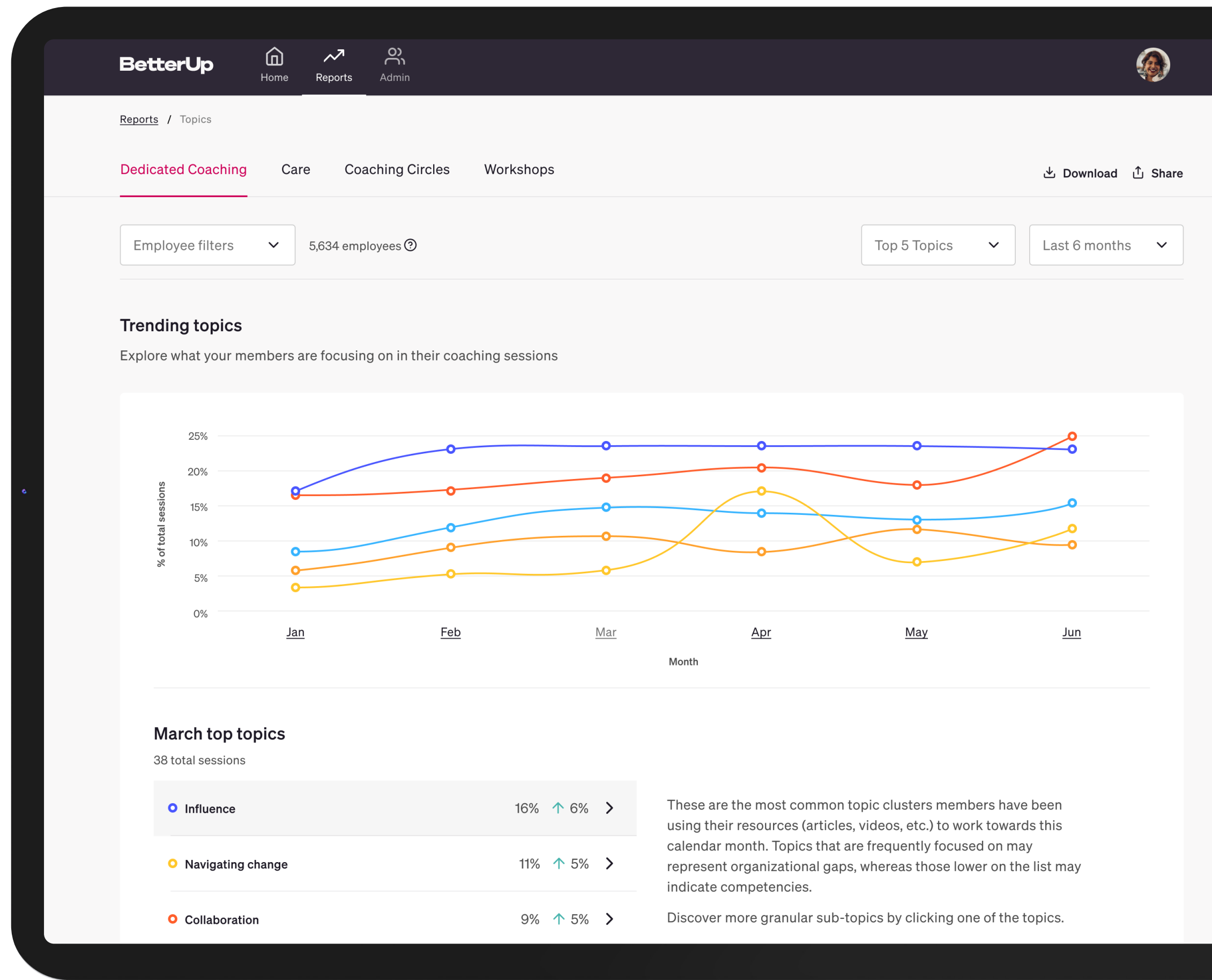
Goal setting



1:1 coaching



Digital based learning



In-depth analytics

Leverage our *expert science* bench

Managers have the power to impact every team member's level of engagement and performance, starting with the very next conversation.

Using the world's largest dataset on coaching for human development, BetterUp identifies the most important skills to lead in the new world of work. Our validated assessments personalize the experience by identifying the specific strengths and development areas and targets those with coaching and tailored resources. Track progress and compare your organization to industry benchmarks with a robust suite of over-time assessments, including BetterUp's Employee Experience Index (EX), a proprietary metric that combines six behaviors and mindsets that our research suggests are the strongest predictors of positive business outcomes.

Utilize personalized technology

71% of members have significant improvement



Within 2 months of BetterUp coaching, 71% of BetterUp members have significant improvement in job effectiveness as rated by their managers.

BetterUp's platform builds focus and accountability through personal goal tracking, handpicked resources mapped with those goals and nudges to keep users on track and notify them of other learning opportunities. From day one, our Partner Analytics Dashboard - the "at your fingertips" insight platform - delivers aggregated and anonymized insights across geographies and functions on the development of your people and the impact of coaching. You can track coaching participation, duration, engagement, satisfaction, and completion directly in the app, in real-time.



"There are the obvious impacts: someone has become better at their job or achieved their goals much more easily, but more than that it starts permeating through the organization. Leaders are better at helping others succeed, so there's exponential growth. At the top level, we can show how engagement, growth, turnover—all the common KPIs—improve."

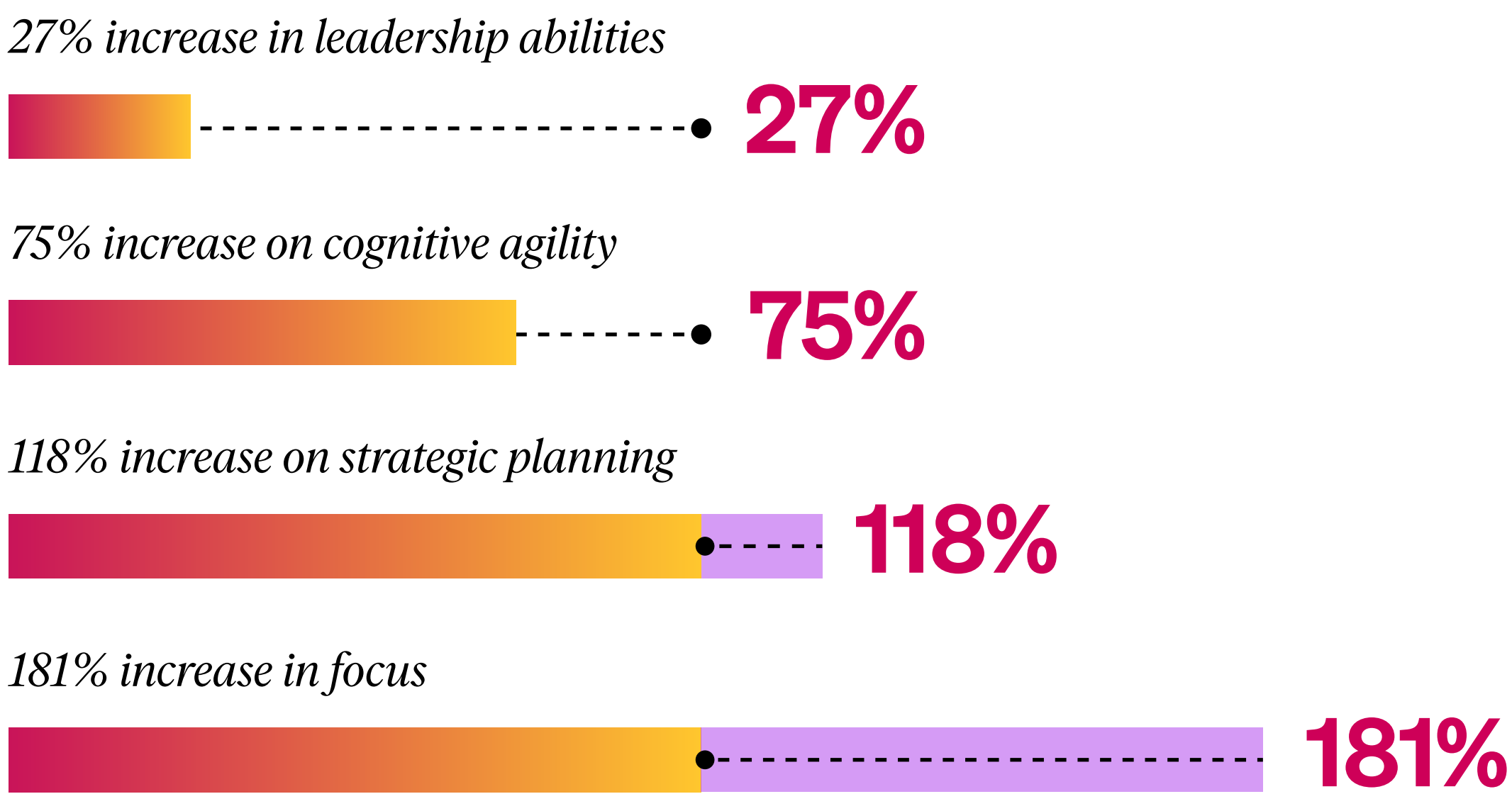


— Larry McAlister
VP of Global Talent at NetApp

Our impact

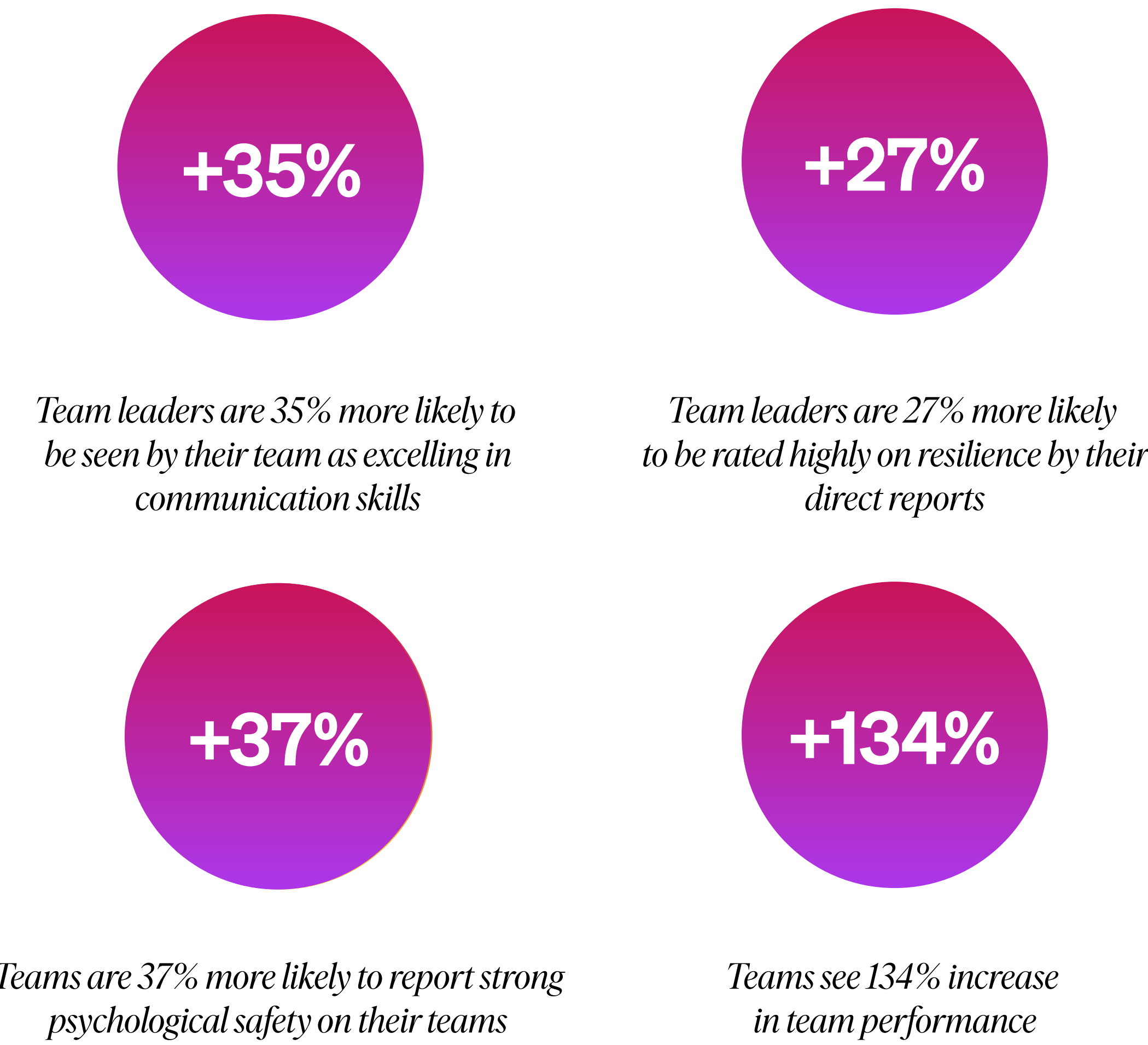
BetterUp helps managers be the best versions of themselves

Within just 3-4 months of BetterUp coaching, individuals experience:



BetterUp supports managers in creating healthy, high-performing teams

Manager development cascades to team impact. After 3 months with BetterUp:



When individuals and teams perform and are engaged, organizations thrive



Transform your business, starting with your people. Schedule a demo to see BetterUp in action.

Schedule a demo