



Confidential spot coaching helps multinational software organization support employees amidst organizational change

How a Fortune 500 company with a history of acquisitions partnered with Bravely to increase retention and improve culture during turbulent times.



The challenge

After announcing major changes at the executive level and a shift in their business model, a large software services organization knew it needed to take actionable steps to better support their people. They had increasingly heard that employees felt unclear about their role and trajectory at the company—and that this issue was particularly pronounced among women and other underrepresented groups. As a result, productivity and retention had become major concerns.

Beyond being unclear about promotion policies, it turned out that employees were discouraged by the number of external hires being made—believing that it wasn't possible to put in the work and rise through the ranks.



The solution

The Chief Human Resources Officer brought on Bravely to provide all U.S.-based employees with free access to confidential spot coaching. Using the platform, people could book a session with a professional coach any time they needed to work through an issue large or small—getting objective, unbiased advice and a plan for going forward. In some cases, this meant approaching a tough conversation with a boss or manager; in other cases, it was simply about learning how to set goals and prioritize their development.



Result

In addition to providing their people with confidential, in-the-moment support, the company benefited from the aggregated and de-identified insights that Bravely shares with its clients. This information, gathered from surveys that are completed by both employees and coaches after their sessions, helped them learn more about the issues they had set out to address.

Beyond being unclear about promotion policies, it turned out that employees were discouraged by the number of external hires being made—believing that it wasn't possible to put in the work and rise through the ranks. This perception had also placed strain on the relationships between employees and managers, who were not able to explain the promotion process to their direct reports. Unsurprisingly, this was all magnified for underrepresented groups.

Impact

In a single quarter, rapid adoption proved that employees at every level needed a confidential resource like Bravely.

36%

of employees had already approached their manager about the same issue they came to Bravely with

15%

of employees were considering leaving the organization due to their issue

In those three months, adoption quickly surpassed the typical utilization of elective benefits like Employee Assistance Programs, which usually see 1-2% annual utilization.

In surveys completed after their session, employees noted that their engagement was driven by the platform's ease-of-use, the quality and expertise of the coaches that they had been matched with, and the positive outcomes that they experienced after they went forward.

Pro-reported insights

At the start of their calls, employees expressed that their challenges were having a detrimental impact on their productivity and likelihood to stay at the company.



39%

of employees were dealing with an issue that was negatively impacting their productivity



36%

of employees had already approached their manager about the same issue they came to Bravely with



15%

of employees were considering leaving the organization due to their issue

Employee-reported insights

After their Bravely session, armed with actionable guidance from their coach, employees said they were more likely go forward and address the issues they were facing with their manager or HR team.



of employees reported they were more likely to address their issue after their session



of employees reported feeling they were more prepared to address their issue after their session