

The U.S. Air Force is building a coaching culture that permeates all ranks and grades

CHALLENGE

Build a coaching culture that permeates all ranks and grades in order to build world-class leaders, retain top talent and better prepare every Airman and Guardian for their wartime jobs.

SOLUTION

Dedicated 1:1 coaching with access to on-demand and specialist coaches followed by group coaching circles focused on building Coaching and Feedback skills for 1,600+ Squadron and Unit Commanders

RESULTS

+19%

Growth in **Coaching Skills**

+22%

Growth in **Team Feedback**

+23%

Growth in **Coaching Culture**

Data as of 2/10/22, results based on 365 Airmen and Guardians who completed both onboarding and re-assessment



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“No matter how much great technology we have, none of that technology is relevant without the humans that operate it within the United States military. BetterUp provides an opportunity to put another tool in the toolkit that we don't have today that will ensure we have the world's greatest Air and Space Force far into the future. BetterUp combines technology and humans to provide coaching, [and] it can do it at any place [and] at any time in the world.”



Lt. General (Ret) Gina Grosso

Deputy Chief of Staff for Manpower, Personnel, & Services
United States Department of the Air Force