

The Human Transformation Platform



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Year Incorporated: 2013

Certifications: BetterUp is a SBIR Phase I and
Phase III recipient.

Value of SBIR Phase III Awards
SBIR Rights Enumerated

[Government website](#)

[Email the team](#)

About BetterUp

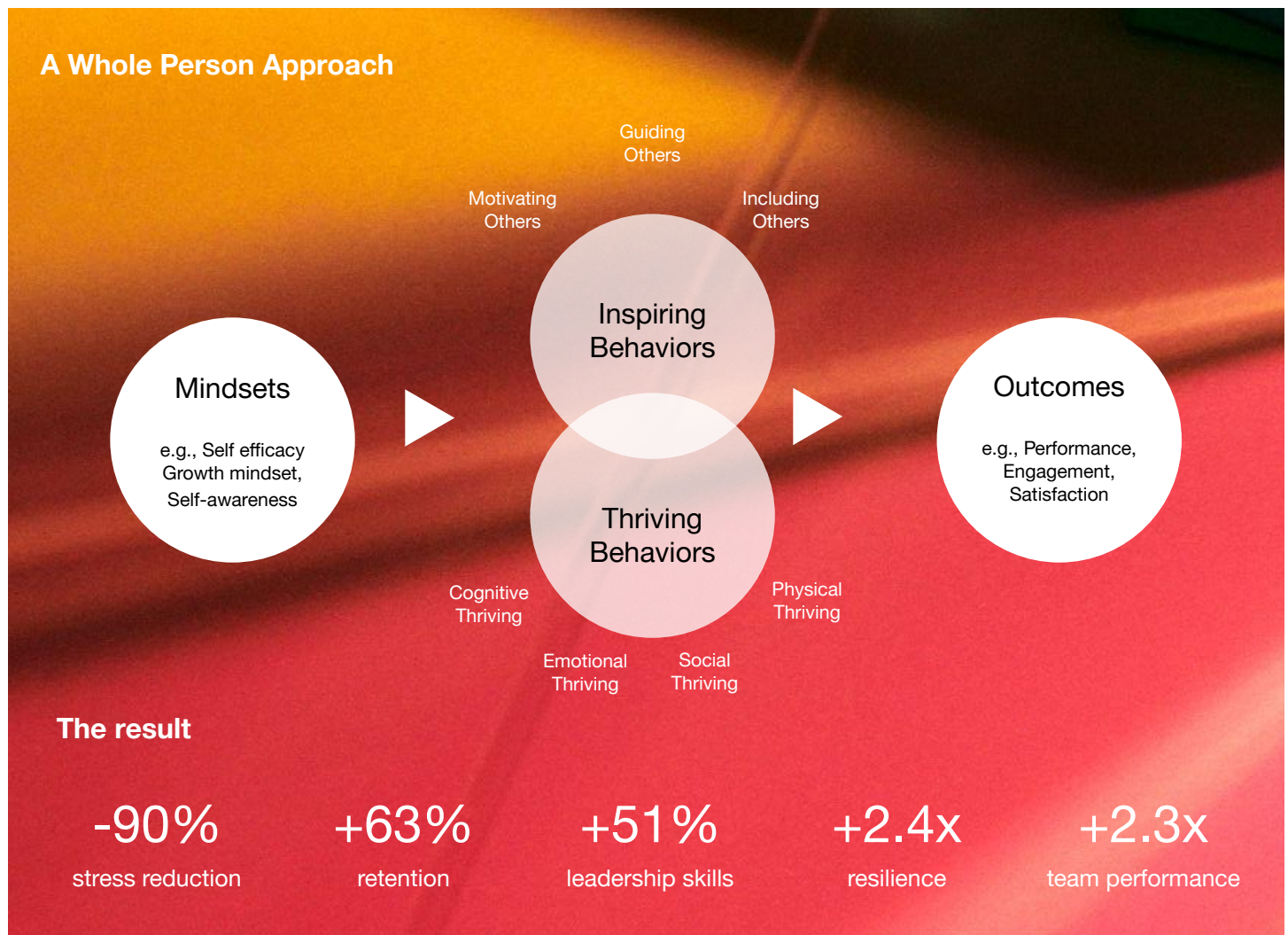
Founded in 2013, the BetterUp platform uses individual coaching, evidence based behavioral science, and artificial intelligence to affect individual growth and transformation linked to organizational outcomes. Using the world's largest virtual coaching platform, we are on a mission to democratize coaching.

We have three dedicated behavioral science teams, and are supported by a world-class, independent science board, led by Dr. Martin Seligman, the creator of Army Strong and the DoD's resilience training.

BetterUp developed and rigorously tested a reliable and valid assessment that we map to organizational objectives, competency models and leadership continuums to create customized programs to meet individual employee needs and align with organizational outcomes.

Our **Whole Person Model™** is based on the principles of positive psychology, and measures 30+ mindsets and behaviors that develop both the personal and professional lives of federal employees, from hire to retire.

Our approach allows agencies to tangibly track the growth of personnel's key mindsets and behaviors over time, all mapped to the Office of Personnel Management's (OPM) Executive Core Qualifications (ECQs) and agency-based mission outcomes such as Federal Employee Viewpoint Survey (FEVS) indices.



Our Core Offering

License-based, unlimited coaching and development model, delivered by virtual web-based and mobile access.

Platform features include:

- Whole Person Model™ Initial Baseline Assessment
- Whole Person Model™ Closeout Assessment (measures growth)
- AI-Driven coach matching based on coachee learning style and needs
- 1:1 Personal On Demand and Executive Coaching
- 1:1 Speciality Coaching (ex. Communication, Nutrition, Diversity & Inclusion, etc.)
- Expert-led Studio Workshops
- Self-registration and self-scheduling
- Access to tailored content/assignment resources to support just-in-time, self-paced learning
- On-demand development
- 360 Assessment mapped to the ECQs, FEVS Metrics, or Agency Competency Model
- Robust data analytics and data reporting capability benchmarked across Government and Industry and aligned/linked to Values and Competencies
- Direct access to customer service and technical support teams
- Direct access to account support team including but not limited to an Account Manager, Head of Programs, Senior Behavioral Scientist, Deployment Manager, Customer Care Specialist
- Ongoing executive program reviews facilitated by a senior behavioral scientist to highlight program themes, benchmarks, and innovation opportunities



Outcomes and Solutions

Talent and Leadership (ECQ) Development

Large-Scale Culture Change

Employee Well-Being

Transition Support

Top Talent Retention

Resilience, Readiness,
and Peak Performance

Diversity, Equity, Inclusion, and Belonging

BetterUp Coaches



BetterUp coaches go beyond the industry standard. Our coaches have best-in-class qualifications and maintain an International Coaching Federation certification (PCC level) or equivalent certification with at least 1,000 hours of coaching experience.

To ensure the quality of the coach network and experience, our coaches reflect:

9% applicant acceptance rate after a 5-step screening process

10+ years of leadership in a corporate setting and/or advanced degree

Access to BetterUp Labs & Science Board

10+ training hours as part of coach onboarding plus frequent “just in time” training for skill reinforcement

Value of the BetterUp Coach Network

70+ Countries represented

Ability to coach in **international time zones** as well as all domestic time zones

3000+ Coach Pool for 97% coach match accuracy

30% identify as part of an underrepresented minority groups

65+ languages spoken, including: Afrikaans, Arabic, Cantonese, Danish, Dutch, English, French, German, Greek, Hindi, Italian, Japanese, Mandarin, Portuguese, Russian, Spanish, Swedish

Place of Performance

All coaching and learning experiences are provided in a virtual environment.

Featured Federal Use Cases

Partnered with NASA to support SES member ECQ development, newly promoted GS-12 to GS-15 level supervisors, and cross-functional collaboration amongst interdisciplinary teams.

Partnered with the Department of Energy (DoE) to support GS-15 and SES leaders to develop ECQ-relevant mindsets, skills, and behaviors.

Partnered with the FAA to build a safety culture by enhancing leadership skills of 400+ front-line and mid-level managers.

Partnered with the US Air Force to support 1,600+ airmen and guardians to build a coaching culture that permeates all ranks and grades to build world-class leaders, retain top talent, and prepare for wartime jobs.

Partnered with a member of the Intelligence Community to support 250+ leaders on personalized whole-person development for outcomes of empathy, inclusion, and psychological safety.