



Performance & Engagement

Build a high performance culture that generates a
5.5X+ return on investment



Challenge: Shortcomings of traditional approaches

As companies and employees adjust to a COVID-19 world, maximizing performance and engagement is more important—and more challenging—than ever. Investors still expect financial returns and customers expect more—and differentiated—value. Yet industry disruption, remote work, and uncertainty have revealed the shortcomings of traditional approaches to improving performance and engagement:

1. Continuous performance management has exposed capability gaps at the manager level as well as cultural issues like a lack of trust.
2. Manager training and development lack the personalization or reinforcement needed to make behavior change stick.
3. Engagement surveys have identified issues, but lack mechanisms for action.

Solution: Personalized development at scale that builds a high performance culture

BetterUp combines science, technology, and coaching to provide personalized development on a grand scale. Starting with individual development of frontline managers that creates a ripple effect of development across employees and teams, we build a high performance culture and transform your employee experience.



Outcomes we deliver

- ✓ Develop higher performing teams
- ✓ Improve retention and productivity
- ✓ Cultivate coaching and feedback skills
- ✓ Create accountability for team engagement
- ✓ Instill new values or leadership capabilities
- ✓ Optimize your ROI with IdentifyAI, which provides the right level of support to every employee

How to deploy BetterUp in your organization

Goal	Build Leadership Capabilities	Catalyze Team Performance	Build a High Performance Culture
Who	Front-line managers and leaders	Front-line team members	Non-front-line teams to include the entire enterprise
Why	Your greatest activator toward a high performance culture are your front-line managers and leaders.	Learning and innovation primarily occur at the team level, making whole teams a strategic target for focused development and resources to increase business outcomes.	Shifting the culture through whole enterprise support can create an upward spiral of organizational development. Once a shift in culture is achieved, continued individual growth will accelerate.
How	Activate and empower your front line to accelerate performance from the core of your organization.	Provide team members with personalized development plans and topic specific support. Unlock team insights to amplify manager effectiveness and team performance.	Give every employee personalized development in their pocket. Get organization-wide insights into the needs, topic areas of interest, and growth of all of your people.
What	<ul style="list-style-type: none"> • Dedicated 1:1 coaching • On-demand and specialist coaching • Group coaching 	<ul style="list-style-type: none"> • On-demand and specialist coaching • Group coaching 	<ul style="list-style-type: none"> • Group coaching

Employee Advantages

Platform & Insights:

- Evidenced-based assessments to baseline and measure development
- Individual insights for a personalized development journey
- Identify AI to assess the development needs of all employees
- Microlearning, goal setting, and nudges to build habits and behaviors

Organization Advantages

Success & Support:

- Dedicated customer success and support
- Behavioral scientist and expert coaching consulting support
- Dashboards to monitor employee growth and business outcomes
- Quarterly business reviews to ensure growth and development success
- Coach profile and program customization to meet specific outcomes
- HCM, LMS, and LXP integrations for a more seamless experience

Our approach: Driving lasting transformation

Coaching

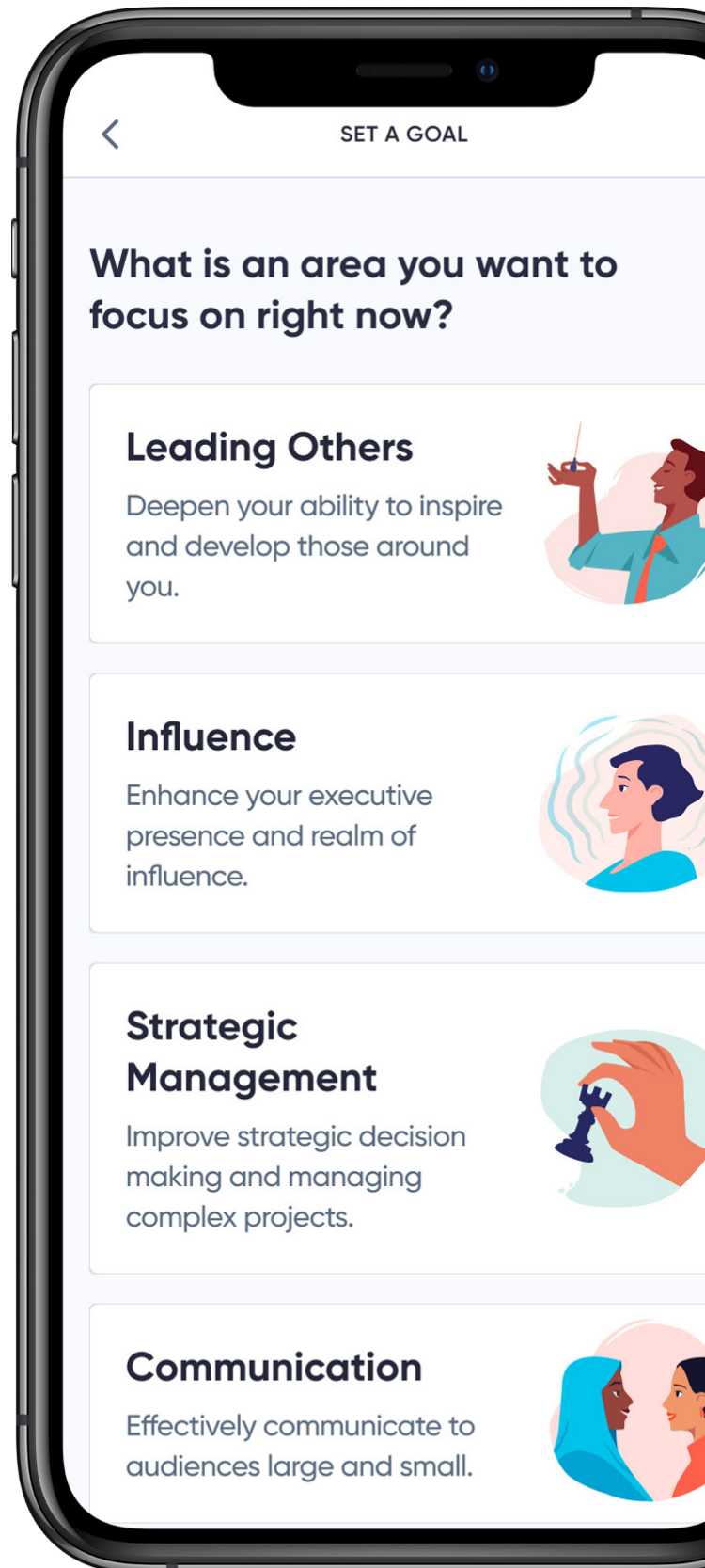
Our coaches have experience developing leaders in complex organizations and personal experience navigating corporate landscapes. Our coaches tap into the individual's personal motivation and values to drive peak performance. Stronger leadership capabilities means higher performing teams. Specialist and group coaching provides meaningful development on topics like communication, collaborating and leading remotely, inclusive leadership, and thriving in uncertainty.

Science

Using the world's largest dataset on coaching for human development, BetterUp identifies the most important skills for driving productivity and engagement. 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.

Technology

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.



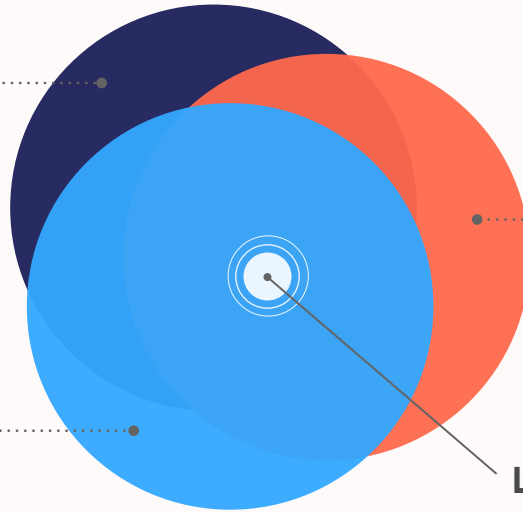
The interplay between our coaching, science, and technology offers advanced and personalized development, rich outcomes data sets, in-depth analytics, and an efficacy tracking engine.

Science

Based on the latest in behavioral sciences research

Technology

Intelligent and delightful software

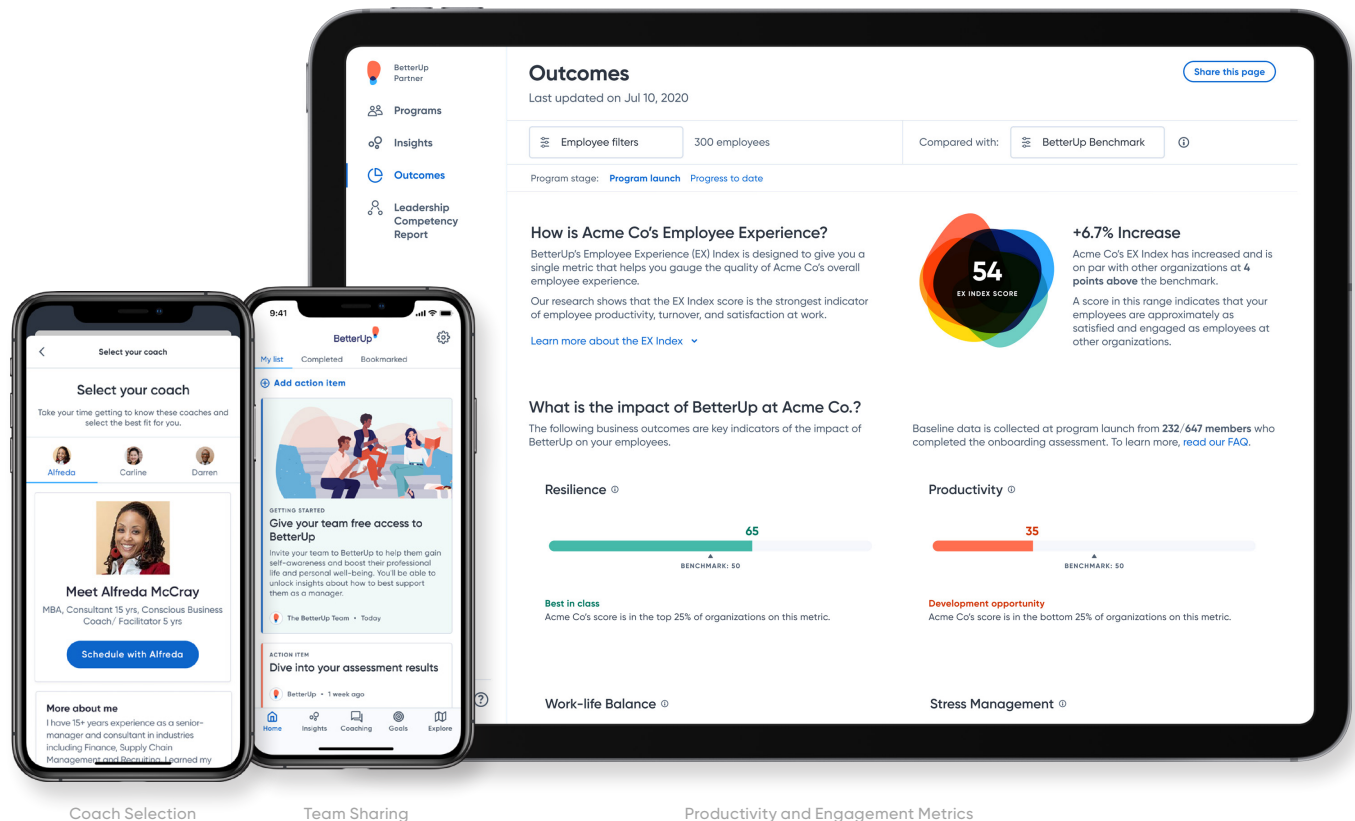


Coaching

Personalized human-to-human experience

Lasting Transformation

- Personalized development at scale
- Rich outcomes data set
- In-depth analytics
- Efficacy tracking engine



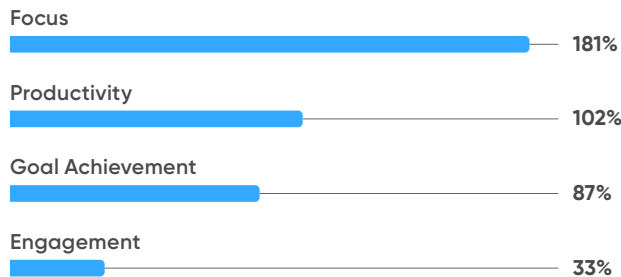
Coach Selection

Team Sharing

Productivity and Engagement Metrics

Our Impact

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



When individuals and teams perform & are engaged, organizations thrive.



Individual development cascades to team impact:



High Team Performance

Teams are 35% more likely to have reports of high team performance, with an average increase of 134%*



Better Decision Making

Team leaders are 46% more likely to be seen by their team members as making decisions that have long term positive impact*



Job Improvements

71% of managers of a BetterUp members report significant improvement in effectiveness on the job within 2 months of BetterUp coaching

* After 3 months with BetterUp

"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

Build a high performance culture, while transforming your employee experience. Schedule a demo to see BetterUp in action.

[Schedule a demo](#)