



How Focused Development Helped a Tech Startup Thrive Amid Big Changes



A medical research-technology startup in New York City was facing a bittersweet challenge common to successful startups everywhere: It had recently been acquired and was dealing with the growing pains that always accompany a merger. In this case, its 1,000 employees not only became part of a much larger organization, they also had to learn to work within a new flat organizational structure.

A lack of effective communication caused employees throughout the new organization to be uncertain about their futures. Over a year or so, the ambiguity that employees felt led to turnover and lower productivity.

Reuniting With a Familiar Friend

The acquiring company had worked with GoCoach not long before the merger, and its senior manager of talent development rekindled the collaboration about a year after the deal. The goals were clear: coach leaders to have better conversations, so they can recognize and solve problems before they fester, and ultimately, of course, reduce turnover and get productivity rising again.

To finance the effort, GoCoach and the company collaborated to use funds from a professional development stipends program that it had implemented. The money was recycled from an outdated tuition reimbursement program.

Goals Exceeded, Partnership Enhanced and Extended

In the first year of coaching, the company saw increased productivity, decreased turnover, and overall growth in employee skill sets and capabilities. Company leaders felt the organization was set up for long-term success on a foundation of formal and focused development of their future leaders.

When the company renewed its partnership with GoCoach, it doubled its investment in professional development stipends and sponsored the cost of the GoCoach platform. This gave all employees quick, easy access to GoCoach coaches. Employees are continuing to sign up for sessions on a voluntary basis, with the cost covered by their stipends.

This engagement has since become one of the largest for GoCoach as it continues to show increased employee retention, productivity, and leadership competency among coachees.

