

Executive Summary

New England Health¹, a MedTech company, had expanded its operations to numerous international locations. New England Health realized that there were major communication issues between mid-level staff in their China operations with more senior employees in the US. These issues led to communication-related inefficiencies that have hurt the company.

Enter GloCoach, a SaaS platform driving individual and corporate change through 1-on-1 coaching programs empowered by data. GloCoach has access to a diverse network of coaches, ranging in various industries and backgrounds. During GloCoach's partnership, New England Health was able to see remarkable improvements in communication and behavior, and the corporate culture drastically improved in their China department.

Challenge: How can New England Health bridge the behavioral and communication gap with its China operations?

Many mid to senior-level staff members of New England Health's China operations were struggling to interact with the offices in the US and other international locations. These challenges limited the potential of various staff members, preventing their China operations from achieving its potential.

These issues ranged from:

- Presenting to senior management.
- Efficiency and effectiveness.
- Confidence and clarity in all aspects of corporate life.
- Adopting and understanding foreign perspectives on analyzing objectives.
- Actively listening, showing interest and responding in a proper tone.
- Thinking outside the box, encouraging creativity, as well as accepting the opinions of others.
- Avoiding focusing too much on celebrating their own skills and achievements.
- Communicating with line managers in an efficient manner.
- Micro versus macro-management.

Solution: GloCoach's tailored coaching program and world-class coaches

GloCoach's program is modular and can be adapted to the needs of their clients. The program uses the GROW method to achieve its target. The GROW method starts with establishing a goal,

¹ Company name replaced for privacy purposes.

laying out the realities in the case, clarifying options, and finally, forging onwards towards accomplishing the goal. This method begins with a survey for the coachees to understand their own opinions of themselves. Following the survey, GloCoach will complete a 360 review, interviewing and surveying many of the coachee's colleagues. Finally, GloCoach will interview the person who sent this coachee to the program.

- Using the data collected, GloCoach will pair the coachee with a few potential coaches with the goal of finding the best possible pairing.
- Each coach will use the data collected in the pre-coaching phase to establish goals with their coachee.
- Throughout the program, goals will be adjusted to fit each reality, with ratings frequently collected to ensure that the pairing is on track.
- 360 review will be conducted at the beginning and the end of the coaching program to measure improvements.

Result: 98% usage rate of program, second round of coaching ordered.

The coaching program overall was very well-received by New England Health's team, and each coachee responded well to the sessions based off of their feedback.

- 90 coaching hours were purchased and 88.5 were used for the first round.
- First round had an average rating of 8.6 out of 10, based off of post-program phone calls with coachees.
- Second round of coaching sessions are currently ongoing.
- Coachees gave a rating of 4.3 out of 5 of current sessions in the second round.
- Each Coachee improved by an average of 3 points, on a scale of 10, following their sessions, some improved by over 4 points.
- Most coachee's improved into ratings of 8 or 9 out of 10 total based off of 360 review results.