The Challenge

Central to GroupM ethos is its support to its managers, on an individual-level and goal-oriented level. Executives from different business areas need a sparring partner for everyday challenges, who will support them individually.

GroupM has already implemented classical personnel development measures in the past. Where, for example, employees and managers were sent to standardized trainings. However, their experiences fell short of the mark. There was no individual and personalized development for their employees. The knowledge acquired did not fit every employee and many left the training sessions without any significant added value. It was therefore a logical consequence that what was learned had hardly any practical application in everyday working life and there were no noticeable changes in the participants.

A core challenge was therefore to ensure the individual learning transfer of leadership training. Measures for this are often very cost and resource intensive. Nowadays it is indispensable that these measures are independent of time and place. Digital coaching offers GroupM this possibility. Every single employee can synchronize their coaching session individually with his calendar. This significantly reduces the number of missed coaching sessions.

“I have known for a long time that I face the challenge of not wanting to do everything myself. Together with my coach, I have developed a strategy on how I can implement this and already after the third session, both my team and I can see the success”

- Coachee from GroupM -
The Result

12 months ago, GroupM started digital coaching for its executives. The starting point was the integration of a 360° feedback culture. Before the coaching began, the feedback interviews were conducted with each participant.

Through digital coaching, there was the possibility to accompany the individual topics and additional training contents in the implementation. This enables GroupM to support its managers much more efficiently in facing new challenges and solving them in a goal-orientated way. Every coachee gets the opportunity to boost his or her personal growth, no matter what challenges they are facing. The managers feel much better supported compared to the regular trainings and the learning curve is constantly rising.

CoachHub is a perfect sparring partner for GroupMs managers and creates stability and security, even during emerging change processes.

After 13 months the 360° feedback is repeated, so GroupM has a clear evaluation of the start and target scenario. In addition, the performance evaluation of the coachees is monitored and evaluated during the course of the training. Managers also benefit from the digital coaching of their teams. Now managers can understand the concrete development areas of the individual coachee much better, through clarifying discussions and transparency. In the ongoing discussions between manager and coachee, an individual focus area can be worked out and addressed much more precisely.

“I worked through a complete change process with the coach and was thus perfectly prepared for every challenge. After the session I approach the task with much more self-confidence and goal orientation!”

- Coachee from GroupM -