



## LEADERSHIP DEVELOPMENT

# Automated Coaching in Leadership Behaviors

IBM is a leading global hybrid cloud and AI, and business services provider, helping clients in more than 175 countries capitalize on insights from their data, streamline business processes, reduce costs and gain the competitive edge in their industries.

**"We have worked with incremental learning nudges before, but what we can do now using (the) A.S.K. Methodology is different. Connecting learning to habits and actions through Ringorang and measuring those against organizational performance is definitely next level."**

Ken Stockman  
Lead Learning Strategist  
IBM Consulting



## CHALLENGE

Leadership behavior training is expensive – especially in a global organization like IBM Consulting. In past initiatives, ROI on IBM leadership behavior training was lost without a solid follow-up and measurement mechanism. IBM needed ongoing retention coaching and a way to measure whether or not what was learned was being applied in day-to-day work.

## SOLUTION

IBM leveraged Ringorang to deliver automated coaching through nudges to consultants in territories worldwide. In this case study, IBM consultants from India, Australia and countries across Europe had travelled to a single location for a two-day training event. App-based nudges delivered follow-up coaching for one month after the event with consultants spending 3-5 minutes a day with the content.

## RESULTS

IBM saw an increase in average recall and retention of content from 21% to 67%. Ringorang:

- Attracted 15 clicks weekly from consultants engaging with key information
- Earned confirmation through survey responses that the nudges were useful – and more was desired