



DEMOCRATISING COACHING

Creating leaders at every level for accelerated business growth



Snapshot:

In 2022, BDO, a world leader in accounting and business advisory, embarked on an engaging leadership development programme for 20 senior associates who had recently graduated. With a proven track record in advancing careers internally, BDO was keen to ensure employees were given every chance to develop professionally, providing access to a High Definition Coach, a supportive external network, coaching resources and thought leadership in the High Definition Possibility Project.

I used to second-guess myself on every small action. The Possibility Project has allowed me the time and space to learn how to overcome that.

The Solution

BDO chose to work with High Definition You for its unique blend of engaging, experimental and neuroscience-inspired coaching methods.

All 20 associates gained exclusive access to small coaching groups (their monthly Coaching Kaleidoscopes) and our digital platform, including live monthly mindset sessions and thought leadership on monthly topics within the High Definition Brainery.

The unlimited access to live and digital coaching resources meant associates were given the autonomy to take control of their progress.

The Challenge

BDO turned to High Definition You to grow their emerging talent's performance and mindset skills to nurture them into leadership roles without hiring externally for positions that could be filled internally. The company was looking to support rising talent in increasing their influence with clients and taking ownership of their career development.

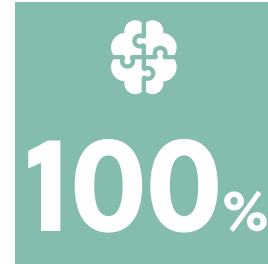
Employee & Business Benefits



Of the pilot cohort were promoted to Assistant Manager



Point increase in the average self-evaluation for achieving their Best Possible Outcomes (after the first six months)



Of attendees completed a Whole Brain Thinking assessment to learn their own and their colleague's thinking style

I have found myself more able to speak up about timing and priorities.

- James, Global Financial Reporting Assistance Manager

The benefits to the employees' professional development and also the company's ROI include:

- Speed and efficiency when it comes to making important business decisions, ensuring the organisation stays competitive and agile in a fast-paced and dynamic business environment
- Trusting instinctive problem-solving skills in conjunction with objective data and analysis skills
- Enhancing collaborative engagement during team meetings which includes active listening, constructive feedback, and open communication
- Improving the quality, frequency, and effectiveness of communication between the business and its clients
- Boosted productivity and job satisfaction for a more inclusive and empowered work environment that supports the success and growth of the organisation

Leadership development - with a difference!

BDO wasn't looking for an off-the-shelf training program; they were specifically looking for a program where emerging talent would benefit from coaching and gain real mindset shifts to support their future careers.

To ensure the attendees' success throughout the project, they were asked to identify their B.P.O (Best Possible Outcome) at the start and track their progress each month with their coach and Kaleidoscope Coaching circle.

By activating the Curiosity Mindset, coaches were able to draw out vital insights for attendees, creating the mindset shifts and accountability required to get closer to their B.P.O.

A High Definition Outcome

BDO invested in developing the soft skills of emerging talent, accelerating the organisation's ability to retain and promote employees to higher positions. The coaching cohort filled vital skill gaps, and the organisation became more aware of employee potential and untapped opportunities within its talent pool.



It has helped me advance my relationships with clients
- Calvin, Assistant Manager