

## Case Study: 2020 HR Tech Awards

Each year, technology companies across HR, talent, and learning apply for the HR Tech Awards to demonstrate the value they bring to their clients and to the broader industry. These case studies represent a sampling of the capabilities from the award winners in our program.

[Learn more about the HR Tech Awards.](#)

<b>Company Name:</b>	LEADx, Inc.
<b>Website URL:</b>	<a href="http://www.leadx.org">http://www.leadx.org</a>
<b>Insert Logo (JPG/PNG):</b>	
<b>Key Customers:</b>	Accenture, Northwestern Mutual, Paychex, Biohaven Pharmaceuticals, Estes Trucking and United Nations
<b>Category:</b>	Learning: Best Innovative or Emerging Tech Solution

## About The Company

LEADx was founded in 2017 by Kevin Kruse and Lucas Carlson. Kevin was previously co-founder of several other human capital management companies including ACI (acquired by RKA), Kenexa (acquired by IBM), and Axiom (acquired by Huntsworth). Lucas was co-founder of AppFog (acquired by CenturyLink) and MOG (acquired by Beats and then Apple). Their mission is to democratize leadership coaching and their big hairy audacious goal is to spark the next 100 million leaders. After two years of stealth mode development, LEADx with Coach Amanda (powered by IBM Watson) was launched in January of 2019.

## Problems The Technology Solves

Leadership is the #1 driver of culture and employee engagement. Gallup research indicates that over 70% of the variance in engagement is tied to who the manager is (i.e., people join companies, but leave a boss). Conference Board research shows that “developing the next generation of leaders” is a top five priority among CEOs. And yet Gallup also famously stated, “Leadership development might be one of the most significant loss-making ventures in modern business.” It is well known that leadership skills are rarely applied back on the job. This “Knowing Doing Gap” results in “scrap learning” rate of 45-85%. Additionally, front line “millennial managers” are rejecting sage-on-the-stage approaches to training and Conference Board/DDI research shows they are demanding management training that is (1) personalized, (2) coaching, and (3) on demand. While *human* executive coaching solves these problems, with costs from \$500 to \$2,000 per month per manager, these solutions are never rolled out to those who need them most: new front-line managers.

LEADx scales and sustains leadership development, with AI-powered hyper-personalized 100%-digital leadership coaching. Managers use it, like it, and it leads to measurable results.

## Client Case Study

Because LEADx Platform with Coach Amanda can be applied to coach many different leadership related behaviors there are a diverse set of case studies that could be presented, including:

- Accounting consultancy Grant Thornton deployed LEADx with Coach Amanda and increased productivity among junior partners by 16.3% while reducing feelings of stress by 52.8%
- Accenture deployed LEADx with Coach Amanda to the recent graduates of their Women in Leadership program, who were one year away from potentially making partner. In an evaluation completed after the first quarter of use, it was found that on average Accenture managers were talking to Coach Amanda 17.8x per month, 97% wanted to keep the app, and gave an overall net promoter score of +52.

The following case study will detail the results of software company Red Nucleus and their use of LEADx with Coach Amanda with the primary goal to increase employee engagement among their worst performing managers.

Red Nucleus is a developer of marketing & training software for the life science industry. Employees are distributed among offices in the USA, England, India, and many work remotely. Typical of many mid-size

Lighthouse Research & Advisory  
2020 HR Tech Awards Case Study  
LEADx: Best Innovative or Emerging Tech Solution

companies, they select managers based on performance, potential and domain expertise; they do not have an internal leadership development department.

As they have grown in size and complexity, managers and individual employees alike requested leadership training resources. Additionally, management noted in their ongoing pulse surveys that certain offices and groups within the company were not achieving positive employee engagement scores.

Red Nucleus deployed the LEADx platform to their managers who scored in the bottom half of engagement scores, for a twelve week period of time. Participants had full access to the system including:

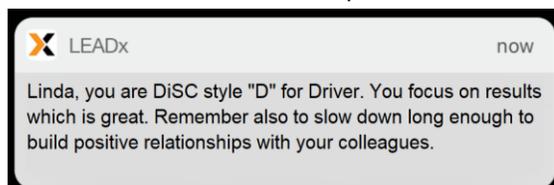
- Big 5 personality assessment to understand their strengths and shadow sides
- Coach Amanda driven action plan for employee engagement
- Action plan topics, with associated learning and job-aid resources covered actions like: giving effective feedback, strategic recognition, two-way communication, one-on-one meetings
- Optionally the participants were also invited to complete many productivity actions and reflections in the workplace

The nudge schedule included:

- Monday: participants would receive a nudge from Amanda on Monday reminding them of their next action plan activity

Kevin, don't forget to complete your behavioral coaching contract. Research shows it will help you to maintain motivation and to stay on track.

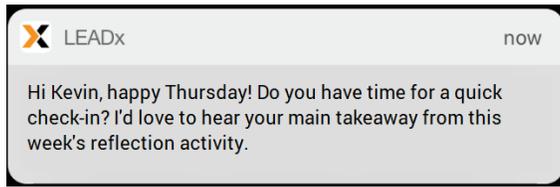
- Tuesday: participants would receive a nudge about one of their personality traits and how it relates to effective leadership



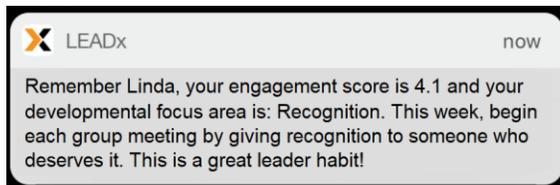
- Wednesday: participants receive a nudge reminding them of the personality of *one of their direct reports*

To motivate Lewis Jones, who has an "S" DiSC style, look for developmental opportunities that allow him to work with other people.

- Thursday: participants would receive a nudge to log a reflection (i.e., their "take away") from their weekly coaching activity



- Friday: participants receive a nudge related to a key concept related to employee engagement tied to their score



## RESULTS

Pre and post surveys designed by I-O psychologist Roger Lipson were used to gather self-reports on behaviors and attitudes, and Red Nucleus standard pulse surveys were used to measure impact on engagement. The following outcomes were observed:

- Usage: On average managers talked to coach Amanda 8.2x per month
- Desire: 97% of managers wanted to keep the app
- Net promoter score: +50
- Managerial confidence: +9%
- Productivity: +33%
- Stress: -35%
- Employee engagement driving habits (self-report): +78%
- Actual employee engagement scores: +32%

## About Lighthouse Research & Advisory

[Lighthouse Research & Advisory](#) is a modern, independent analyst firm dedicated to setting the standard for excellence in talent, learning, and HR with practical research and a hands-on approach. By providing compelling research and actionable insights, our team enables HR, learning, and talent leaders to deliver more value to the business. Our research examines competitive practices, cutting-edge technologies, and innovative strategies.

[Ben Eubanks](#) is the Chief Research Officer at Lighthouse, providing insights for today's talent leaders and vendor partners. He works with practitioners from areas across the HCM spectrum, delivering high-quality research, insights, and advisory services to enable better business performance. His book, [Artificial Intelligence for HR](#), was published in 2018.

Prior to joining Lighthouse, Ben worked as a researcher, writer, and speaker for nearly more than 10 years, focusing on learning, talent acquisition, and talent management. During his tenure as a researcher, he has published more than 1,000 reports, case studies, and articles in addition to providing advisory services to executives from some of the largest and most respected organizations in the world.

He also has hands-on experience working as an HR executive, leading both strategic and tactical talent practices and giving his research a distinctly practical perspective. Ben has interviewed business leaders from notable organizations such as Southwest Airlines, IBM, H&R Block, McDonald's, AARP, and AlliedUniversal in his role as the host of [We're Only Human](#), a podcast focused on the intersection of people, technology, and the workplace.

He hosts [HR Tech Talks](#), a livestream show on LinkedIn and YouTube featuring a variety of vendors from across the HR technology industry. In addition, he founded and operates upstartHR.com, a community serving HR leaders that has reached more than one million readers since its inception.