

INDUSTRY CASE STUDY

Developing Team Leaders with Cultivate™

Cultivate™ combines coaching and training to develop your team leaders while utilizing a digital platform to track and ensure accountability. This powerful process accelerates growth in your organization by empowering people and building an unbeatable culture.

In this case study, employees of a 25-branch community bank in Georgia were surveyed before launch and then again after one year of the program. The benefits of investing in their employees included:

- Reduced employee turnover
- Improved growth in net accounts
- **33%** increased same-store sales
- **21%** boost in cross-sell performance
- **26bps** difference in cost of funds

Cultivate™ teaches managers the high-payoff coaching activities that create growth. The cloud-based platform provides real-time data and feedback for accountability and constant improvement.

Performance assessments evaluate how team members and managers are developing in their roles. In an Annual Survey, the employees rate how they feel about their manager, their position, and the institution.

Higher accountability and a push for greater performance could, in some views, create a stressful and low-morale workplace. However, when done in the context of relationship—a manager who cares about each team member and helps them grow toward their potential—it actually improves the workplace culture.

By helping managers become leaders, Cultivate™ creates a more engaged and loyal workforce, improving performance and reducing turnover.

COACHING IMPACT AFTER ONE YEAR

■ Strongly Agree
■ Agree
■ Neutral

92%

Agree or strongly agree their manager holds them accountable



Pre-Launch After Year 1

88%

Agree or strongly agree their manager motivates them



Pre-Launch After Year 1

79%

Agree or strongly agree their manager creates a positive work environment



Pre-Launch After Year 1

*Empowerment of your managers. Ongoing growth of your employees.
Cohesiveness of your team. Satisfaction of your people.*

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