



GUIDE

# ROI of Bravely



## What's the ROI of Bravely?

Coaching is a powerful tool for well-being and development. More and more companies understand the impact that population-wide access to this tool could have on their business outcomes.

People leaders, like anyone else, want to know they're spending wisely and getting results – but the value of coaching can be difficult to quantify fully.

Much of the personal impact of coaching is intangible: improved relationships, greater confidence, and a stronger connection to one's work. Collectively, coaching gives a measurable and considerable boost to **retention, engagement, and productivity**.

Read on to learn how Bravely's unique model drives greater ROI for your company.

## First, what is coaching?

At Bravely, we define coaching as:

**a solutions-oriented, collaborative process of creating strategies and building skills to move forward and thrive at work**



## Every word in that definition informs our philosophy and approach, including:

- ✓ **The coach-employee relationship.** Coaches approach the employees we serve as collaborators. Unlike mentors, who impart experience and expertise to their proteges, coaches provide value through genuine partnership. The person receiving coaching isn't being prescribed solutions but rather using coaching as a tool to identify their own solutions.
- ✓ **The outcome.** Coaching supports people in building momentum and moving forward. While therapy faces the past and explores how past events and patterns impact present behavior, coaching looks forward, helping the recipient define their ideal future and take meaningful steps toward it.
- ✓ **The access model.** Bravely's coaching is entirely self-directed – people identify actual pain points and opportunities in their work lives and work with a coach at their own pace to develop and problem-solve however they need to. This model contrasts with training, which relies on a set curriculum to achieve a predetermined outcome.
- ✓ **The confidentiality promise.** Bravely sits outside the walls of the recipients' company, and we maintain the confidentiality of our coaching sessions. For sensitive topics, this adds the benefit of being able to speak freely without fear of repercussion. More broadly, it gives people a lower-stakes opportunity to articulate their needs and desires before bringing them to their manager or HR – resulting in more productive internal conversations.



## Coaching done differently

Bravely is the first coaching platform built to scale whole-population access. From the bottom up, we've designed our model and our technology to ensure that organizations can provide coaching access to all of their employees.



The traditional approach of offering coaching at the leadership level only perpetuates inequity in the workplace. We understand why companies have gravitated towards supporting managers and executives in the past – the need is real, and there wasn't a way to offer access to coaching at scale. Everyone, at every level, deserves support and guidance to supercharge their development and increase their well-being. Investing in individualized support at every level is the future of talent development.

– Sarah Sheehan, Co-Founder and President, Bravely





We've always taken the stance that coaching is for everyone. We also recognize that true equity has to go even further. Everyone's experience and needs at work are unique to them, so we meet people wherever they are, through:



A diverse global network of coaches fluent in 33 languages.



An employee-led, self-directed approach.



Personalized messaging and timing.

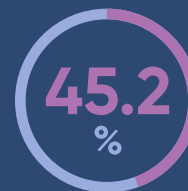
Thanks to our equitable approach, people from historically marginalized groups use Bravely at higher rates:



of sessions are completed by LGBTQ+ people



of sessions are completed by women



of US sessions are completed by people of color

**Bravely** is the future of high-impact and inclusive support and development.



## Why coaching?

Coaching's impact on a company comes out of its collective impact on the employees served. The "a-ha" moments people experience with their coaches shape how they "show up" at work long after a session ends.

### For individuals

Coaches emphasize self-discovery, action, accountability, and follow-through. Because the employee self-selects into coaching based on their own needs, outcomes can vary from one person to another. The possibilities are as endless as people are different. To name just a few:

- **Increased self-confidence**
- **Increased motivation**
- **Lower stress**
- **Reinforced communication skills**
- **A sense of control**
- **An action plan toward achieving goals**
- **Time management skills**
- **Self-awareness**
- **Organizational awareness**
- **Empathy**
- **Smarter goals**
- **Greater engagement**
- **A sense of empowerment**
- **Feeling more optimistic**

People who regularly engage with coaching are more satisfied in their jobs. They communicate more effectively, take greater responsibility for their success, are more open to learning and growing, are equipped to problem-solve, and are resilient and agile.



## For companies

Several studies have quantified the results of coaching:

- [SHRM reported](#) findings from an International Coaching Federation (ICF) and Human Capital Institute (HCI) study: 51% of respondents whose organizations had strong coaching cultures reported revenue above comparable companies in their industry.
- The same survey found that employees were 62% more likely to self-report as “highly engaged” in companies with strong coaching cultures.
- A [Gallup survey](#) comparing traditional management styles to management styled after coaching found that workers who knew their strengths saw higher sales by about 10–19% – indicating that coaching’s strengths-based approach has bottom-line results.
- Finally, [a study commissioned by the ICF](#) and conducted independently by PricewaterhouseCooper asked companies about their return-on-investment from coaching found that 86% recouped their investments. Even better, almost half saw an ROI of at least 10x, and 19% saw an ROI of 50x or more. (Notably, this study precedes Bravely and our democratized approach, which we feel allows for even greater multipliers. **If just one employee stays with your company due to using Bravely, the investment has already paid for itself.**)

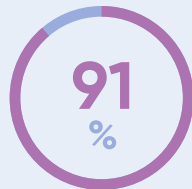
**Bravely** is on-demand coaching for everyone.



## How does Bravely drive ROI?

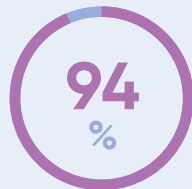
### Behavior change

Bravely helps people do their best work – that has a profound impact on the bottom line. Doing the right thing for your people is also the right thing for your budget.



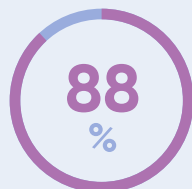
#### Actionability:

of employees report they are **more likely** and **more prepared** to take a next step after just one session



#### Outlook:

of employees report they **feel more positive** about their present work circumstances after each session



#### Learning:

of employees report they learned something in their session they can apply to their work



### The state of disengagement and attrition (LinkedIn, 2019):



# 0.5x

Average cost of replacing individual contributor

# 2.5x

Average cost of replacing manager

Based on benchmark utilization, our model conservatively estimates a **550% average ROI** from:



Increased productivity and performance



Reduced presenteeism and stress



Reduced regrettable attrition



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## Extended support

Bravely expands your People team's capacity for real-time support and maximizes the impact of your HR business partners:

- ✓ Coaching is often the first step to an internal conversation. Employees dealing with a workplace feel more prepared and confident about approaching HR after working with a coach, leading to more **positive, productive conversations**.
- ✓ Coaching is also a first line of defense, allowing employees to resolve issues on their own.
- ✓ One enterprise client estimated that Bravely reduced HRBP workloads by 25%, freeing them to do more high-impact and strategic work.

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Bravely regularly reports back to your team with actionable insights drawn from your company's aggregate usage data. We surface the trends you care about most as a people leader, all while maintaining individual confidentiality. In a time when data is more critical than ever to understanding how your people are performing, Bravely facilitates early detection of emergent trends. Our high-touch reporting provides deeper insight into areas of opportunity at your organization.



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## Summary

At Bravely, we know we can have the greatest impact on people and their companies when coaching is accessible to everyone. The self-multiplying, rippling effects of coaching mean your entire company benefits from individual increases in confidence, performance, and engagement.

Coaching is the ultimate individualized employee support and development solution. Anyone – from a new hire at their first job to the most experienced executive – can unlock and achieve their potential with the right coach on their side.





## About Bravely

Bravely connects people to on-demand confidential coaching in the moments that matter across the employee experience. Access to Bravely's network of vetted professional coaches fosters well-being and development to supercharge performance and let people thrive.

When leading organizations offer Bravely to everyone, they scale the support offered by their People teams and managers, and transform their cultures in an evolving world of work.

To learn more, get in touch: [workbravely.com/request-a-demo](https://workbravely.com/request-a-demo).

