

# EZRA



*If your people are your most important resource, then their growth is your company's growth!!*

## How do you reach the many, not just the few?

While every business faces the challenge of limited resources, current efforts to support the 'vital 80%' aren't doing enough to reduce this engagement drain.



Typical organization's workforce is made up of managers and individual contributors.



Data suggests that on average only 1/5<sup>th</sup> of these employees are engaged at work.



The quality of the manager-employee relationship accounts for almost 3/4s of the variance in engagement.



More than half of employees leaving their role blame their manager



# EZRA

## Our approach to coaching people

EZRA is a new digital coaching solution that unleashes the true potential of your people at every turning point. Designed to be flexible, cost effective and delivering immediate impact, EZRA has quickly become the global leader in digital, on demand coaching for some of the world's leading companies. The process and technology were meant to be simple but with a coaching bench that has the experience and qualifications to support team members across all levels of your organization. And while every EZRA journey is unique to the leadership competencies that have been identified by your teams, the experience itself is uniform, transparent and easy to track and see progress happening in real time.



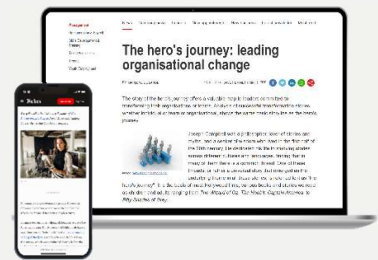
### EZRA MEASURE™

Launched at the beginning and end of the program to coachee and line manager, our 180° behavioral assessment measures progress against chosen development goals.



### One to One Coaching

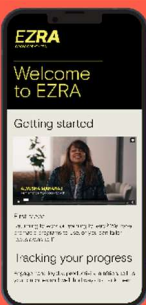
The heart of all EZRA programs, a dedicated, personal executive coach available to suit each learner. Sessions booked and held through the EZRA App.



### Content Learning Nudges

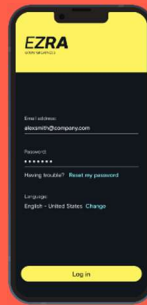
Shared during session (bite size) and between sessions (short form). Goal specific content can be accessed by coachee and coach, with curated learning pathways available on request.

## How EZRA works



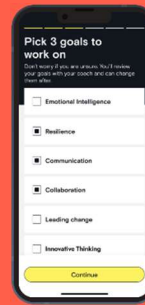
### 1 Awareness

A dedicated landing page. Regular info sessions and comms for line managers and employees.



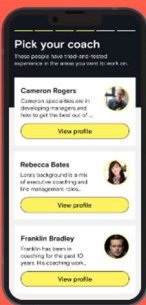
### 2 Onboarding & language selection

Choose their preference from 25 languages. Available on mobile and desktop.



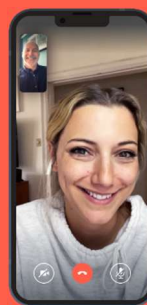
### 3 Set development goals

Choose goals from defined development areas.



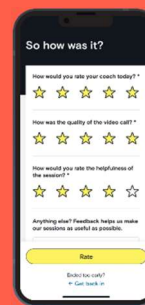
### 4 Choose a coach

Coachee picks a time that works for them and the coach they selected.



### 5 Have their coaching session

HD video on mobile or web that works with WIFI or Data.



### 6 Rate and book again

Every single session rated, and with key data collected for reporting.

# Is It Working?

Ezra enables you to deliver the same high-quality coaching you would associate with traditional coaching, but at a significantly lower price point. Our model empowers coachees to manage their own coaching journey, removing the administration associated with either external or internal coaching delivery. The impact, after 300,000 worldwide sessions is becoming clear:



participants report increased loyalty to their company following EZRA coaching



improvement in retention rates vs. no coaching control group

## Making it happen

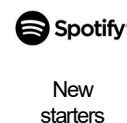
We invite you to try out EZRA for no cost. This is our best marketing tactic because our coaches will change lives. These sessions will immediately unlock the frame of reference needed to understand how coaching will be a vital and constant component of all future leadership development programs. Our customer success team will ensure proper alignment around specific goals, allowing you to experience first-hand just how quickly coaching can impact your organization.

Areas where EZRA have supported



**KraftHeinz**

High potential



Returning to work



# +19%

Percentile increase typically observed by participants' managers on each target competency following coaching



# EZRA

## Why Are We Different? It's in our DNA

EZRA is the coaching arm of Lee Hecht Harrison- a pioneer with more than 50 years and 2,000 global coaches on our bench. These experts and this history are critical to the success of all of our partnerships and their people. In an industry where there are a lot of technology innovations, there is no one that can replicate our experience and expertise.

### 1 Coach Credentials

Credentials through recognized professional coaching organizations: ICF, ACC, EMCC

Minimum 200 hours of coaching

Track record coaching all levels including C-Suite

Experience working in the global audit, accounting and consulting sectors

### 2 Continuous Development

Ongoing mentor coaching around professional competencies

Continuous Training:

- Ezra coaching resources
- Community of Practice
- Professional development
- Assessment certification

### 3 Tailored for TA CHROs

We will work with TA HR leadership to select the best coach bench for your people.

All coaches attend program onboarding ( company culture, goals, values, overall client strategy)

The expectation is that the coach will support a participant throughout their journey (though changes can be made)

# LHH



- 50+ years of experience
- Over 2,000 Coaches, Facilitators & Assessors worldwide
- Coaching in +25 major languages including Spanish, French, Italian, Russian and German
- GDPR compliant and audited data security
- Seamless service and the quality brand in every market
- Nearly 400 LHH offices in +66 countries
- +12,000 clients worldwide

#### ALM Intelligence

"LHH is widely recognised for a global delivery capability and has been called in to reboot complex, large-scale projects where other providers have failed." – ALM Vanguard™