

CASE STUDY | SEPTEMBER 2025

Helping a Leadership Team Build Skills Required of Impactful People Managers

For a leader in providing video security solutions for the motion picture / streaming companies.

Leadership Coaching & Development

Technology

01 Background

Our client, a series A startup, is a leader in providing video security solutions for the motion picture / streaming companies.

02 What was the exact ask?

The client wanted to build effective people manager skills in their leadership team. The founder realized that they were lacking in this skillset due to the focus on the hyper growth of the firm.

03 The process

As the first step of the project, we did a diagnostic study to understand the gaps. We did this through a mix of one-on-ones and focused groups with the employees to understand the ground-up feedback.

Next, we did a 2-day workshop with the leadership team where we presented the outcomes of the diagnostic study, helped them define a vision of an impactful people manager, and see the gaps. We then did sessions on building the skills to overcome the gaps.

Post the workshop, we got the team to take Deeper Signal assessments to help them identify their individual strengths and blind spots. The debrief was followed by a 5 month long coaching journey to help them build the required skills.

04 Outcome

Leadership team members were made aware of the vision of an impactful people manager and skills to achieve the vision.