

Talent Advisory

Case Study

Engaging, Developing and Retaining High Performing Women Leaders

For a US headquartered startup in the renewable
energy technology sector

Technology Practice

Background

Our client is a US-headquartered startup in the renewable energy technology sector. It has been growing rapidly in APAC over the last two years. The client's goal is to have a diversity-rich team in the region. However, it has been facing challenges in retaining women leaders as cultural diversity and male dominance in the industry make it difficult for women to succeed.

What was the exact ask

The client wanted to ensure that the high-performing female leaders were developed to overcome the challenges and succeed as leaders. The program's resultant impact is to increase these leaders' engagement and thus drive their retention. The project is spread across APAC – specifically Australia, Philippines, and India.

The process

We started with understanding the on-ground situation through one-on-ones and focused group discussions with women leaders and their managers. Based on our findings, we designed an intervention that was conducted in two paths running in parallel:

- **Path 1:** Workshops to build leadership skills to address the challenges that they face
- **Path 2:** Individual coaching to ensure their challenges are addressed

Path 1: Workshops

The workshops were divided into three modules:

- **Module 1:** Discovering Self
- **Module 2:** Leading with Power and Confidence
- **Module 3:** Building Positive Relationships

The workshop used various methods/activities, including the Gallup Strengths Finder assessment and Improv theatre, to help the participants better understand themselves and subsequently charter a path to success.

Path 2: All participants were taken through a journey of 5 individual coaching sessions where they were coached to address specific challenges that they were facing.

Duration

5 Months