

Behavior Shift at Enterprise Scale in 12 Weeks

COMPLEX GLOBAL ENTERPRISE

- Fortune 50 automotive leader
- >150,000 employees globally
- Complex, matrixed, cross-functional environment

MICROEXPERIENCES™ YEAR 1 COHORT

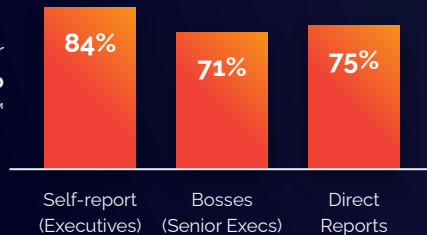
- 156 Executives + 27 Senior Execs as group coaches
- 12 weeks of on-the-job experiential development
- Fully embedded in leaders' real work to reduce costs and increase adoption (no classroom time)

HIGH PARTICIPANT ENGAGEMENT

- 96% completion of on-the-job assignments (industry standard is 9% per Harvard, MIT, Forbes)
- 95% described activities as "engaging & insightful"
- "Each week helps us engage our teams in new ways"

VALIDATED BEHAVIOR CHANGE

% who agree the target behavior noticeably improved **on-the-job** because of Microexperiences™



Participants' bosses then tied behavior shifts from Microexperiences™ to **key business outcomes**

MEASURABLE BUSINESS RESULTS



Product Profitability



Developer Productivity



Cost Reduction



In Year 2, the program was **expanded 10X** to the top 1,500 leaders globally