

CASE STUDY

# LEADx

## How LEADx Helped Paychex Overcome the “Knowing-Doing Gap” with an AI-Powered Leadership Coach, to Engage and Retain Top Sales Professionals

**6.8**

AVERAGE NUMBER OF TIMES  
MANAGERS USED LEADx DIGITAL  
COACH EACH MONTH

**87%**

PERCENT OF MANAGERS  
WHO WOULD RECOMMEND THE  
TOOL TO OTHERS

**9**  
OUT OF  
**10**

RATING GIVEN TO THE  
VALUE PROVIDED BY DIGITAL  
COACH AMANDA



“Everyone’s LEADx is really personalized to them. That’s a big engagement hook. It’s not something we could achieve without the right AI tool. We’re an innovative company and this is an innovative solution.”

**Anthony Griswold**

Leadership and Organizational Development Partner, Paychex



## HIGHLIGHTS

### CHALLENGES

- Drive engagement and retention of sales professionals
- Link leadership development to personalized development needs
- Combat the “knowing-doing” gap

### SOLUTION

- AI-Powered Nudge Engine
- Micro-Learning Library
- Online Action Plans

### RESULTS

- 76% of managers engaged with the LEADx platform
- Managers use LEADx an average of 6.8 times per month
- 87% of managers would recommend the tool to colleagues



## The Challenge

**Turn classroom leadership development into daily leadership habits**

Paychex, Inc. is a leader in the payroll, human resource, and benefits outsourcing industry, paying one out of every 12 American private-sector employees.

Despite its success and strong market share, the company faced a challenge familiar to many businesses in today's competitive talent market: how to retain top-performing sales professionals and front-line sales leaders.

Paychex determined improved leadership training would be a key component of this retention program, demonstrating to top talent that the company was invested in their long-term success and career growth.

The Leadership & Organizational Development team held an “upscaling hackathon” with front-line leaders, identifying the most desired leadership development skills and current challenges to obtaining these skills. Armed with this insight, Paychex needed a technology solution that solved the “knowing-doing” gap.



“We needed to link formal leadership development to personalized development needs,” says Anthony Griswold, Leadership and Organizational Development Partner. “To do so, we needed to give front-line leaders a tool that helped them translate the best practices they learned through training into daily habits.”



# The Solution

**AI-powered leadership coaching with hyper-personalized “nudges,” action plans, and micro-learning**

Paychex started with a 3-month pilot, partnering with LEADx to launch “Coach Amanda,” an AI-powered mobile app. Coach Amanda provided front-line leaders with real-time suggestions, advice, and developmental resources. Specific functionality includes:

- Behavioral nudge engine
- Action plans mapped to leadership competencies
- Over a thousand micro-learning assets, including videos and book summaries

One common adoption hurdle companies face with any new technology is integrating into an employee’s day-to-day life. Paychex tackled this issue by embedding the LEADx solution directly into the leadership academy, ensuring the app became part of a front-line leader’s daily routine.

The app drove engagement through gamification, including the use of a leaderboard, emailed weekly to participants. Recurring “nudges,” customized to an employee’s leadership needs, prompted employees on the assessment outcome.



“I really like the tool and personalization,” commented one front-line leader. “It’s very beneficial for me just coming out of my training. I showed it to my peers who weren’t in the training with me– they loved it and wanted it!”



# Results

**Front-line leaders' engagement scores exceeded the target threshold; 87% of managers from pilot study recommend continued use**

The Paychex pilot group overwhelmingly felt that LEADx should be a “go-to resource” to strengthen their leadership skills and competencies. Post-launch, 87% of managers using Coach Amanda said that they found the experience “valuable to their onboarding” and would recommend continued use.



**“Through the implementation of Coach Amanda, we have exponentially increased our leadership training team presence in the field,” says Mike Pieri, Senior Project Manager, Leadership and Organizational Development.**

**“We can tailor Coach Amanda’s responses so her recommendations align with our corporate policies. Interacting with Coach Amanda is like texting a personal leadership coach who is available 24 hours a day, interacting with unlimited employees, any time, any place.”**

The engagement of the new tool reached 76%, surpassing the 70% target. Following the successful pilot, Paychex is now offering LEADx to all front-line leaders completing the company’s training program. Leaders complete a workshop each week and Coach Amanda reinforces the workshop’s weekly theme, such as emotional intelligence or delivering feedback, with related training.



**“Everyone’s LEADx is really personalized to them,” says Pieri. That’s a big engagement hook. It’s not something we could achieve without the right AI tool. We’re an innovative company and this is an innovative solution.”**

Coach Amanda has made it easy for Paychex to scale their leadership development program and maximize the value of existing leadership training—without compromising quality or adding an administrative time burden—all while delivering a custom experience front-line leaders love.

**Would you like to turn millennial managers into legacy leaders?**



**Would you like to scale and sustain leadership with AI-powered nudges, coaching, and micro-learning?**

Interested in how LEADx supports your existing competencies, behavioral profiles (DiSC, EQ-i, CliftonStrengths, etc.), and engagement scores?

Contact us for a free and friendly demo:

**INFO@LEADX.ORG**