

CASE STUDY

LEADx

How a Large Bank in Ireland Leveraged the LEADx App to Accelerate Gender Equality

223

NUMBER OF WOMEN
SELECTED TO PARTICIPATE

43

NUMBER OF GRADUATES
PROMOTED WITHIN 3 MONTHS

99%

PERCENT OF APP USERS
LEVERAGED BEHAVIORAL NUDGES



"I'm excited to see LBI supporting and encouraging women to grow and be successful. This program supports and builds on women's confidence to apply for roles that we sometimes talk ourselves out of!"

RISE Program Participant from LBI



HIGHLIGHTS

CHALLENGES

- To develop skills that will help accelerate high-potential women's careers at Bank of Ireland
- To retain and promote more women at Bank of Ireland
- To build an empowering environment for women

SOLUTION

- 6-month leadership development bundle of accelerator skills
- Highly personalized nudges paired w/ modules
- Micro-learning in the flow of work paired w/ modules

RESULTS

- Over 19% of participants were promoted within three months of graduating
- 80% of participants used the LEADx app to reinforce their learning



The Challenge

Accelerating gender equality at LBI

A large bank in Ireland (we'll call them LBI) is committed to building a diverse and inclusive talent pipeline. Achieving 50-50 gender equality is an essential part of this goal.

To reach this goal, LBI's Learning Team needed to:

- Build a strong pipeline of women they can develop, retain, and eventually promote to senior leadership.
- Foster and fortify an empowering environment for women.
- Increase awareness around gender diversity commitments

As LBI set out to achieve this goal, they put together a Women in Leadership program. The six-month program aimed to develop specific skills that would help women progress into leadership roles and thrive.



The Solution

A Six-Month Women in Leadership Accelerator Bundle Focused on Behavior Change

LBI partnered with Accenture and with us at LEADx to build out and deliver RISE, a six-month leadership development program for 223 selected women.

The program covered five key modules over six months:

- **Module 1: Strengths** - The first module was an inspirational virtual kick-off event opened by their CEO, followed by StrengthsFinder group coaching.
- **Module 2: Journey** - Module two covered real-life career stories focused on imposter syndrome and career planning.
- **Module 3: Sources** - Module three covered influence, power, and persuasion and how these skills can create business value.
- **Module 4: Voice** - This module covered the skills needed to enable women to tell their stories in a way that does them justice.
- **Module 5: Challenge** - They wrapped the program up, reflected on learnings and challenges, made future commitments, and brainstormed ways to pay their knowledge forward.



"I like the way this program provoked my thinking on my strengths and what they actually meant, which is very different to what I thought before."

– RISE Program Participant



The Solution (Continued)

Many learning professionals face a similar problem with programs like this: **the knowing-doing gap**. They have a pool of talented, motivated participants, a thoughtful, meaningful curriculum, expert facilitators, and well-chosen target outcomes. The foundation for success is in place, but their budget, time, and resources don't allow them to deliver the amount of content and practice that research shows are necessary for learners to form new habits. To spark behavioral change, learners need reinforcement and practice for a sustained period.

That's why LBI used the LEADx platform to deliver a steady stream of **reinforcement exercises and insights in the flow of work**. Personalized nudges and micro-learning built a rhythm of application and practice.

Hyper-Personalized Nudges

LEADx now
This week, read the book summary, Presence, by Amy Cuddy. (Tap to open)

LEADx now
Jenny, foster stability this week with your Positivity strength. Someone struggling? Share your stories and general optimism.

LEADx now
Do you frequently speak with disclaimers? "I could be wrong but..." Omit disclaimers to communicate powerfully.

Micro-Action
Powerful Presence
Women in Leadership

CliftonStrengths
Positivity, Input, Belief, Futuristic, Ideation
Women in Leadership

Key Topics
Confidence, Presence, Relationships
Women in Leadership





Results

LBI increased the mobility rate for women in their RISE Accelerator program.

Getting Bottom-Line Results Quickly:

LBI built and delivered this six-month program between January and July of 2022. Just two months after the RISE program, 43 of the 223 women who participated were either promoted or moved into different roles they hadn't previously considered.

Key Activity Metrics through the LEADx App:

- Active users: 80% participation
- Average open rate: 3.25x/person during month 1
- Users who utilized the behavioral nudges: 99%
- Total # of user interactions with the app: 3664

Qualitative Feedback Included:



"I liked being able to talk to people from different departments within the bank, including people who work or have worked in branches, which is something I know little about."



"This course allowed me to think about my strengths rather than focusing on weaknesses."



"I felt empowered after that program. It really made me think about how women are viewed by society and how we need to speak up."

Moving Forward

LBI gave participants access to nudges and micro-learning for six months after the program. That way, participants could continue to practice and pull up key learnings as needed.

Are you interested in working with us to build a Women in Leadership program?



You can choose essential skills you want to impact, like these examples from Women in Leadership here. Or, choose from hundreds of other skills and bundle them into a fluid curriculum that best fits your audience.

Then, deliver a combination of expert-led group coaching, micro-learning, and personalized nudges to make learning stick!

LEADx WOMEN IN LEADERSHIP (WIL) PROGRAM					
	COMPETENCY	Week 1	Week 2	Week 3	Week 4
MONTH 1 ▶	Self-Awareness Big 5 Personality	Assess	Learn	Apply	Reflect Group Coaching
MONTH 2 ▶	Building Confidence	Learn	Self-Assess	Apply	Reflect Group Coaching
MONTH 3 ▶	Leveraging Relationships	Learn	Self-Assess	Apply	Reflect Group Coaching
MONTH 4 ▶	Making Your Work Visible	Learn	Self-Assess	Apply	Reflect Group Coaching
MONTH 5 ▶	Powerful Presence	Learn	Self-Assess	Apply	Reflect Group Coaching
MONTH 6 ▶	Capstone Reflect	Learn	Self-Assess	Apply	Reflect Group Coaching

LEADx

Contact us to schedule a meeting and learn more:

[CLICK HERE!](#)