

## Case study

# MARS

Helping top talents to raise self-awareness and build strong career path in the company

“Brainify is a great solution to coach HiPo employees. Their services are available online any time from any device, which is crucial for the dynamic work environment at Mars.”

– Dmitry Mikhailov, Global HR Project Manager

## THE CHALLENGE

Before deploying Brainify Mars identified an opportunity to improve retention, motivation and performance of HiPo employees taking part in Leadership Development Program (LDP) by helping them make more informed choice of department for further work based on their strengths, passions, values and career goals.

LDP was originally developed as offline program aiming to assist HiPo employees in building career path in company through rotation and training. Its educational part was mainly focused on hard and soft skills development and lacked self-awareness training and coaching support. Also the program lacked online tools, that employees can use anywhere anytime.

Existing educational providers suggested mainly offline trainings, webinars and expensive personal coaching. Mars was looking for more flexible and cost-effective alternatives that would help to cultivate self-awareness and leadership development individually for each HiPo employee.

## Challenge

Without coaching support HiPo talents participating in Leadership Development Programme (LDP) have hard times deciding what career in Mars to pursue in order to fulfil their potential.

Mars wants an easy-to-understand, cost-effective online solution that can support managers to discover their strengths, passions and values and use them more at daily work to make better career choices and show higher performance.

## Solution

4 weeks online self-discovery programme is developed. Each out of 25 participant has a personal online coach to discuss the results. Introduction and evaluation workshops take place to engage employees and explain program logic

## THE SOLUTION

HR business partner and HR managers, responsible for the LDP were looking for an online-service, that would provide self-awareness tools and coaching support for HiPo employees. As some employees were individually using Brainify online service successfully, the company selected Brainify.

Together, Mars and Brainify modified “I know, what I want” online coaching platform that combines online self-discovery exercises and personal coaching support. The platform helps an employee gather feedback from colleagues, explore their own strengths, passions and values and set career goals.

Customized coaching support treats each participant individually and helps them finish tasks on time and get better outcomes from the program.

With introduction and evaluation workshops participants can ask any questions about the service, find an ally within the group to achieve better results and make an overview of the work accomplished.

Brainify also provided Mars with generalized statistics for the group and individual reports containing information about employees’ key strengths, challenges and 1 year career goal, so that management could support development of their employees in an individual way.

## Results

Mars relies upon Brainify in helping HiPo employees make better career decisions based on their strengths, passions, values and clearer career goals.

Workplace satisfaction increased.

Performance review results improved in quality.

## THE RESULTS

Programme participants were highly satisfied with the results and discoveries they’ve made. The biggest impact was that participants used Brainify programme as preparation for yearly performance review and made better informed decisions about the next year assignment based on their strengths, passions, values and clearer career goals.

## ABOUT BRAINIFY

Brainify is online training and coaching company that is trusted by world’s leading brands, including Mars, Leroy Merlin, Uber.

We help companies engage employees, increase their performance using online-coaching tools and take actions to improve employee productivity and experience in the company.

We offer world-class online services that can be accessed by HiPo, TOP-management or all employees depending on the company’s strategy. Brainify helps companies create environment of trust, innovation and achievement. Founded in 2013, Brainify has regional headquarters in Moscow and London.



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