

Powering Leadership Through Technology

How Saudi Electricity Company Revolutionized Enterprise Coaching



In the basement of a striking corporate headquarters in Riyadh, something remarkable is happening. **The Saudi Electricity Company's Executive Leadership Development Center (ELDC)** hums with activity - not just from the energy that powers 90% of the Kingdom's electrical needs, but from the transformation of leaders who will guide the nation's energy future.

This isn't your typical corporate training facility. With state-of-the-art coaching rooms, a dedicated cafeteria, and technology that would make Silicon Valley envious, the ELDC represents SEC's **commitment to developing exceptional leaders**. But until recently, there was a striking contrast between this modern facility and the tools used to manage their coaching programs.



The Organization: Scale and Scope

Saudi Electricity Company (SEC) operates at a remarkable scale:



31,500
Employees


40,000
contractors and subcontractors

Approx.
100,000
total workforce
(including consultants)


48 Power Plants


Publicly listed on the
Saudi Stock Exchange
(Tadawul)


Reports to the
Minister of Energy


Public
Investment Fund
Major stakeholder

The company is currently driving major initiatives, including:



**Push toward
renewables**

with extensive
photovoltaic setups



**Large-scale
wind farms**



Recently
initialized phase 2
of a 5-phase battery
pack project



**Targeting
carbon neutrality**
by 2050

The Challenge: When Excellence Meets Excel

"The previous tool used to track and manage coaching was Outlook and an Excel spreadsheet. It was just diabolical," recalls Damian K. ten Bohmer. As the leader of the SEC's leadership development initiatives, the team faced a complex challenge: how to deliver world-class coaching to 1,200 leaders across the organization while tracking everything in spreadsheets.

The Daily Reality

Picture this: **Nine** highly qualified coaches, each managing up to **45** clients, trying to coordinate sessions annually through a patchwork of:



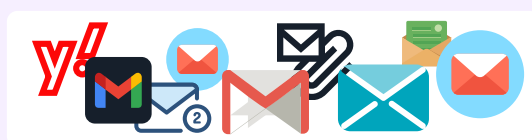
Individual Excel spreadsheets



Personal Word documents



Handwritten notebooks



Email chains

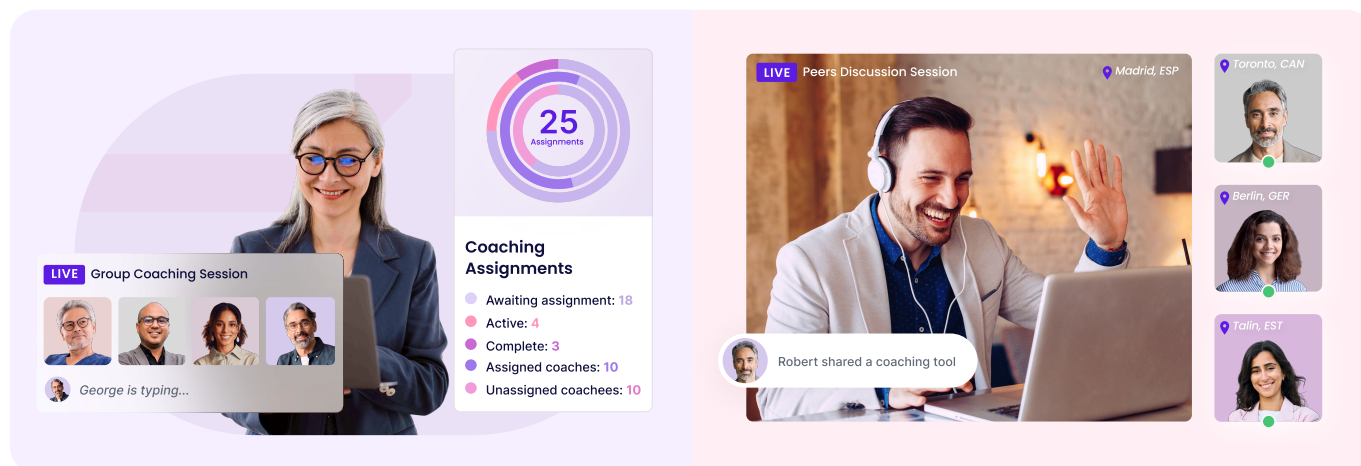
"We never had a single view of what was happening," Damian explains. "Some coaches preferred Excel, others used Word, and some kept everything in notebooks. We had coaches with PhDs and master-level certifications spending precious time on administrative tasks instead of focusing on their expertise."

The Solution: A Digital Transformation

After an exhaustive due diligence process, SEC ELDC **implemented Coaching.com's platform** to create a unified coaching environment. The implementation focused on:

Core Requirements

- **Centralized** session management
- **Coaching theme** tracking
- **Program-specific** workflows
- **Evaluation** systems
- **Data analytics** capabilities



Survey Implementation

- Pre and post-program **assessments**
- Manager and participant **evaluations**
- Core competency **tracking**
- Development needs **identification**
- Readiness **assessment**

The Digital Dawn

When SEC implemented Coaching.com's platform, it wasn't just a technology upgrade - it was a revolution in how enterprise coaching could operate at scale.

The impact was immediate and profound. The same coaches who had been drowning in administrative work were now part of a unified team, delivering over 4,500 coaching hours annually with remarkable efficiency. The Aspire program achieved a **98.4% consumption rate** - a testament to both the platform's effectiveness and the participants' engagement.

"If it's not in Coaching.com, you didn't coach," became the new mantra, marking a decisive break from the chaos of spreadsheets and scattered documentation.

Outcomes: Real Results and Impact

"We couldn't do the four and a half thousand plus coaching hours that we do every year without a platform like Coaching.com,"

~ notes Damian.

Operational Excellence

- SEC is now **successfully delivering 4,500+ coaching hours** annually
- **Achieved 98.4%** consumption rate in the Aspire program
- Nine internal coaches managing up to **45 clients each**
- **Complete transition** from spreadsheet-based tracking

A Culture Transformed



The transformation went beyond numbers and efficiency. Where coaches once worked in isolation, they now operated as a cohesive unit. ***"Now they see nine coaches working in unison,"*** Damian observes, pride evident in his voice. From PhD-level master coaches to ACC-level practitioners, everyone was now speaking the same language, working on the same platform, contributing to the same mission.

Looking to Tomorrow

The Power of Professional Coaching at Scale

Today, the ELDC stands at the threshold of even greater possibilities. Three new coaching programs are in development, promising to further expand their impact. The team is preparing to integrate a number of ICF-certified employees across the organization, with plans to grow to potentially 40 internal coaches.

"The sky's the limit," Damian reflects. *"We could be looking at **10,000 coaching hours annually** when we bring these other coaches into the fold."*

What started as a solution to a spreadsheet problem has evolved into a transformation of how enterprise coaching can operate. SEC's journey demonstrates that with the right technology, framework, and vision, **coaching can become a powerful driver of organizational change** and leadership development.



As SEC continues its ambitious journey toward carbon neutrality by 2050, the coaching platform provides more than operational efficiency—it's creating the leadership capability needed to transform one of the world's largest utility companies.

*"Our wish and hope is that the whole sector **continues to invest in its people** and sees the return on how much that actually drives further impact,"* concludes Damian, highlighting how technology can enable not just efficiency, but excellence in leadership development.

The transformation at SEC represents more than just a shift from spreadsheets to digital platforms. It's a story of how the right tools, combined with clear vision and committed leadership, can **unlock human potential at scale**. As Bohmer notes, they now face *"unconstrained demand"* for their coaching services - perhaps the clearest indication that their revolution in leadership development is just beginning.