



The World's Leading Coaching Enablement Platform™

# Hult EF Corporate Education Partnership with Coaching.com

## HULT / EF CORPORATE EDUCATION

Hult EF Corporate Education, known as Hult EF, is renowned for providing cutting-edge learning programs to global workforces.

## Problem

Leveraging its strong relationship with Hult International Business School and a network of over 300 coaches, Hult EF has established itself as a leader in corporate education. However, the rapid expansion of its global coaching program introduced significant challenges, primarily related to the management and tracking of coaching engagements.

**Like most coaching providers, Hult EF's coaching operations relied on highly manual processes to track and manage coaching activities, involving multiple spreadsheets and extensive email communication.**

Although functional in a smaller-scale operation, these analog methods became increasingly problematic as Hult EF grew. Managing a complex system across different regions, time zones, and client interactions had become time-consuming and prone to errors. This inefficiency also often resulted in inconsistent experiences for Hult EF clients and coaches. They knew their processes could impact the perception of their coaching



"The coaching journey can be heavy on admin," said Rivers Thorn, Project Manager for Hult EF's global coaching team. "We were using spreadsheets for each client, and as our programs grew, it became a significant challenge to track everything — engagement activities, meeting schedules, and progress. It was all very manual and labor-intensive."



As Hult EF continued to expand its coaching services, which included the addition of 60 new coaches, the complexity of managing its engagements grew exponentially. The introduction of new markets and the need for consistent, high-quality coaching experiences further stressed the system. Additionally, the competitive landscape was evolving. Many competitors had begun offering digital and online coaching solutions that appealed to modern clients. Hult EF recognized that to maintain its leadership position, it needed to modernize its operations and deliver a more streamlined, digital experience.

Faced with these challenges, Hult EF sought a solution that could consolidate all coaching activities on a single platform. This solution needed to streamline communication, enhance data management, and allow for better monitoring of coaching engagements across its entire global network. It also needed to address the pressure of competitors providing digital, online experiences with coaching. In response, Hult EF partnered with Coaching.com to leverage its powerful coaching enablement platform.

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**FACED WITH THESE CHALLENGES, HULT EF SOUGHT A SOLUTION TO:**

- 1. Consolidate all coaching activities on a single platform**
  - 2. Streamline communications between coaches and coachees**
  - 3. Enhance data management used by all parties**
  - 4. Monitor coaching engagements across its entire global network**
  - 5. Better compete by providing digital, online experiences with coaching.**
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In response, Hult EF partnered with Coaching.com to leverage its powerful coaching enablement platform.

**“We understood there was a need for virtual coaching. Our competition was already moving in that direction, and we had to match their capabilities to remain competitive. The way we were doing things was becoming outdated, and we needed to change.”**

Jennifer Davis,  
Relationship Director



## Solution

Hult EF's partnership with Coaching.com, deploying its Coaching Enablement Platform™ designed to manage and monitor coaching engagements efficiently at scale, marked a pivotal shift. It took Hult EF from relying on traditional, spreadsheet-based methods to benefiting from a fully integrated digital solution.

Coaching.com provided Hult EF with its Coaching Enablement Platform™ — a comprehensive solution that replaced the fragmented and labor-intensive processes that had previously defined its coaching operations. The platform's features enabled Hult EF to manage every aspect of its coaching program from a single, unified interface — ranging from coach-and-client matching to tracking the progress of coaching engagements and monitoring their outcomes.

"It didn't just change the way we were doing things — it made everything much better, much faster, and required less time to manage," Davis said. "The platform manages the whole process, from the initial setup to tracking every detail related to coaching engagements."

**One key advantage of Coaching.com's platform for Hult EF was the system's ability to automate and streamline workflows that were previously managed manually.**

The system's live data reporting and comprehensive coach profiles delivered real-time insights and a more immersive experience for coaches and clients. The platform also allowed Hult EF to move away from email-based communication by offering a more dynamic and interactive method for managing coaching relationships.

"The system helps get our clients engaged in the coaching process," Thorn said. "Everything is logged in one place, making it accessible and convenient. It's incredibly immersive. The coach profiles, the ability to view live data, and the ease of tracking progress all contribute to a more efficient and engaging experience for both coaches and clients."

The platform's customization options also proved beneficial for coaches. Coaches were able to share the best version of themselves, with a chart bio that highlighted their coaching styles and detailed information about their accomplishments, credentials, and experience. The ability to add short videos better connected them with potential coachees. Coaching.com's Coaching Enablement Platform(™) now allows coachees to see, hear, and experience the coach before their first live interaction.

"The intro video is the cherry on top," Thorn said. "It allows our coaches to connect with potential coachees in a more personal way. They become more than just words on a page. Coaching.com enables that human connection, which is so important in coaching."

**The implementation of Coaching.com not only modernized Hult EF's delivery of interactive experiences with their coaching operations, it also provided a significant competitive advantage.**

The platform's ability to deliver a seamless, digital experience resonated well with Hult EF's global client base, reinforcing the school's reputation as an innovative leader in corporate education.



## Outcome

The partnership with Coaching.com is transforming the Hult EF Corporate Education global coaching program.

The transition to a centralized digital platform resulted in substantial time savings and significant operational efficiencies. With all coaching activities consolidated on one platform, Hult EF could monitor session progress more effectively and simplify communication with coaches.

“Our clients, especially those in senior leadership roles, have incredibly packed schedules,” Davis said. “Coaching.com makes their lives easier by logging all the details of their coaching journey in one place. It’s a huge time-saver and adds a lot of value to their coaching experience.”

The online platform’s ability to deliver real-time data and insights into coaching engagements enhanced the client experience and strengthened Hult EF’s position as an innovative leader in the global coaching market. The system’s advanced tracking features allowed Hult EF to deliver more personalized and effective coaching experiences, a feature that clients and coaches fully appreciated.

“The more they use it, the more they get out of it,” Thorn said. “Coaching itself is quite a luxury, and the system helps clients work out what they are looking for and how they benefit from coaching. “It’s a fantastic tool that has made a real difference in how we deliver our services.”

The support that Coaching.com’s team provided is also consistently highlighted as a critical factor in the success of the partnership. The support team’s responsiveness and willingness to address concerns and challenges and implement new features ensured that Hult EF’s needs are always met.

“The support team at Coaching.com is incredible — responsive, patient, and genuinely nice,” Davis said. “They make sure our clients are happy. Any feature request we have is always met with a let’s-see-what-we-can-do attitude. It’s never a ‘No.’”

### KEY METRICS FOR HULT EF FOLLOWING THE IMPLEMENTATION OF COACHING.COM ARE IMPRESSIVE:

**43%**

more coaching engagements, compared with the previous quarter

**127%**

more coaches in the system year-over-year

**23%**

more sessions delivered, compared with the previous quarter

**21 months**

of consecutive active coachee growth

In summary, the partnership with Coaching.com allowed Hult EF Corporate Education to modernize its coaching operations, significantly reduce administrative overhead, and deliver a more engaging and efficient coaching experience to its global client base. The platform has not only helped Hult EF maintain its competitive edge but is also opening up new opportunities for growth and innovation in the corporate education space.