

# CoachHub and ProDriven Global Brands

## The Partnership

CoachHub and ProDriven Global Brands, a world leader in manufacturing industrial, construction and automotive equipment, joined forces in 2024. The partnership was established when ProDriven identified a need to scale leadership development globally, to meet the demand for employee growth and to build a strong internal talent pipeline.

### THE GOALS

- ➔ Meeting a growing desire for employee development opportunities.
- ➔ Improving self-awareness and decision-making in leaders.
- ➔ Aligning organizational objectives with personal goals.
- ➔ Supporting leaders in role transitions or new roles.

“The transformations that I saw in participants were incredibly rewarding and showed just how impactful a well executed coaching program can be.”

ALICIA BADOCHA, HR DIRECTOR

## The Solution

CoachHub provided a tailored, scalable program specific to ProDriven's focus areas. It launched in multiple languages and began with CoachHub's proprietary self-assessment tool, helping participants set goals that mattered to them and aligned with the organization.

### THIS OFFERED

- Personalized and flexible, digital coaching sessions to suit busy schedules.
- Mid-program reflection sessions to encourage knowledge-sharing and to explore insights.

“100% of the group came back and responded that through coaching, they had a better sense of their motivation at work, their overall well-being, and their ability to deal with change.”

KEVIN BOHAN, CHRO AND SVP OF HR



## The Results

### IMPACT ON THE ORGANIZATION

- +13.3%** boost in goal setting progress
- +11.1%** increase in communication abilities
- +8.2%** rise in workplace presence

### FEEDBACK FROM COACHEES

**100%**

reported increased self-awareness, motivation, and confidence and felt better equipped to navigate change.

**4.6/5** ★★★★★

### Average session rating

Many noted improvements in clarity, reflection time, and leadership focus.

“I would absolutely recommend the coaching program to other professionals. It is the most effective development tool that I have used.”

GWEN PIERSON, COACHEE

With measurable outcomes, strong engagement and an alignment to business goals, ProDriven is scaling the coaching program globally.



Watch the whole story and find out how CoachHub can support your transformation journey

