

STRONGMIND CUSTOMER STORY

StrongMind's Strategic Collaboration with Stride Drives Profound Employee Development and Culture Shift.



AT A GLANCE

CHALLENGES

- ✔ Siloed thinking
- ✔ Lacked leadership training programs
- ✔ No clear employee development paths
- ✔ Ineffective change management strategies

BENEFITS

- ✔ Developed a culture of teamwork
- ✔ Enhanced leadership capabilities
- ✔ Dynamic development paths for employees
- ✔ Ongoing employee feedback and insights

“Stride supports our StrongMind employees to be accountable and promotes the ‘Stronger Together’ approach. The shift from ‘me’ to ‘we’ isn’t just words – it’s our commitment to growth for everyone. We’re excited to offer Stride to even more areas of the business.”

TY BATHURST

— Chief of Staff, StrongMind



OBJECTIVE

Following an unsettling period of change, StrongMind realized the need to improve its workplace culture.

The existing “me-focused” approach wasn’t conducive to teamwork. There was a gap in mentorship, leadership training and psychological safety. New managers needed support to transition effectively and establish a ‘Better Together’ culture.

SOLUTIONS

StrongMind introduced performance coaching from Stride, blending group coaching sessions with individual coaching.

Stride’s ICF-certified coaches helped foster empathy, increased team’s understanding of each other, and built cross-functional trust. Stride also shared practical, bite-sized lessons through Slack to encourage continuous learning for the new managers.

IMPACT

Inter-departmental Collaboration

Group sessions enabled managers to understand, appreciate and leverage different perspectives for a more cohesive team environment. Shifting towards a “we-centric” mentality.

Building Leadership Skills

Managers were equipped with tools and knowledge to shift from task management to fostering workplace curiosity and an accountability culture.

Feedback & Future Plans

Stride provided StrongMind with monthly feedback, clarifying team dynamics and areas that need attention. Due to the program’s success, StrongMind is introducing blended cohorts to instill the ‘Better Together’ mindset from day one.

ABOUT STRONGMIND

StrongMind's mission is to unlock the magic of learning and foster student success by creating the most engaging and impactful digital learning solutions. Their vision is to be the trusted and recognized source for innovative learning. Learn more at: <https://www.strongmind.com/>

100%

Overall Coaching Benefits

Agree or strongly agree that coaching provides them with the tools and resources to do their job better.



100%

Comfort in Difficult Conversations

Agree or strongly agree that coaching helps them feel more confident communicating with others across the organization.

56%

Culture of Accountability

Increase in agreeing that coaching helps hold them and their teams accountable for results.

"Stride is helping me find my voice as a first-time manager. After the group coaching sessions, I realized I'm not the only one going through these challenges. It's good to see others perspectives, hear ideas and learn things I can implement for my teams."

JOANNE WILLIAMS

— Support Desk Manager, StrongMind

