

CASE STUDY

Empowering Women Leaders through Digital Coaching at WeAce



Background

A multinational consumer goods company, recognized a persistent gap in gender diversity at leadership levels. While the company had an equal gender split at entry-level roles, women's representation dropped to 30% at mid-level management and a mere 15% at senior leadership. This disparity limited the company's ability to foster diverse perspectives, which had become increasingly crucial in driving innovation and meeting customer expectations. To address this gap, Client partnered with WeAce, a digital platform specializing in coaching and mentoring women leaders, to empower high-potential women employees and prepare them for leadership roles.

Challenges

- **Pipeline Challenges** : Women employees often hesitate to take on leadership roles due to a lack of confidence, perceived bias, and challenges in balancing work-life priorities.
- **Limited Long-Term Impact from Training** : The company had previously invested in workshops and training programs targeting women leaders. However, these programs failed to create sustained change, with most participants reporting that the skills learned didn't translate effectively to real-world challenges.
- **Cultural Resistance** : Despite efforts to foster an inclusive culture, deep-seated biases and lack of mentoring for women leaders hindered progress.

WeAce Digital Coaching Solution

- **Personalized Coaching for Women Leaders** : WeAce leveraged its AI-driven platform to match 200 women leaders with experienced coaches who specialized in leadership development, work-life integration, and navigating biases in the workplace.
- **Hybrid Learning Model** : The program combined one-on-one coaching sessions, peer networking circles, and on-demand learning modules, allowing participants to learn and grow at their own pace while building a supportive community.
- **Data-Driven Insights** : The platform provided real-time dashboards tracking leadership skill improvement, participant engagement, and alignment with the company's diversity goals.
- **Inclusive Leadership Framework** : WeAce integrated training for male managers and executives to promote allyship, ensuring an ecosystem that supported women leaders' growth



Results and Analytics

After a 12-month program rollout, the initiative delivered the following measurable outcomes:



Increased Representation of Women in Leadership :

Women's representation at mid-level management rose from 30% to 45%, while senior leadership positions increased from 15% to 25%.



Performance Improvement :

Teams led by participants showed a 35% improvement in productivity, translating to a \$5 million increase in annual revenue.



Confidence and Career Progression :

Surveys revealed a 50% increase in participants' confidence levels, with 40% receiving promotions or expanded responsibilities during or immediately after the program.



Employee Retention :

Voluntary attrition among high-potential women employees dropped by 20%, saving the company approximately \$200,000 in recruitment and onboarding costs.



Cultural Shift :

A company-wide survey highlighted a 30% increase in perceptions of inclusivity, with male leaders reporting greater awareness and proactive allyship.

Why the WeAce Program Worked



Tailored Support for Women Leaders :

The personalized coaching approach addressed the unique challenges faced by women in leadership, from confidence-building to managing biases.



Scalability and Accessibility :

The digital platform made coaching accessible to participants across geographies and time zones, eliminating logistical barriers.



Sustained Behavior Change :

Unlike traditional training, the ongoing coaching model ensured participants consistently applied new skills and behaviors in their roles.



Ecosystem Approach :

By involving male leaders in the program, WeAce created an inclusive environment that amplified the impact of coaching.

Conclusion

WeAce digital coaching initiative enabled Client's Corporation to achieve a significant milestone in its diversity and inclusion journey. The measurable ROI—seen in leadership representation, team productivity, and retention—demonstrates the effectiveness of a personalized, scalable approach to leadership development.

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