



See the way forward

# Cultivate: Intelligent Coaching

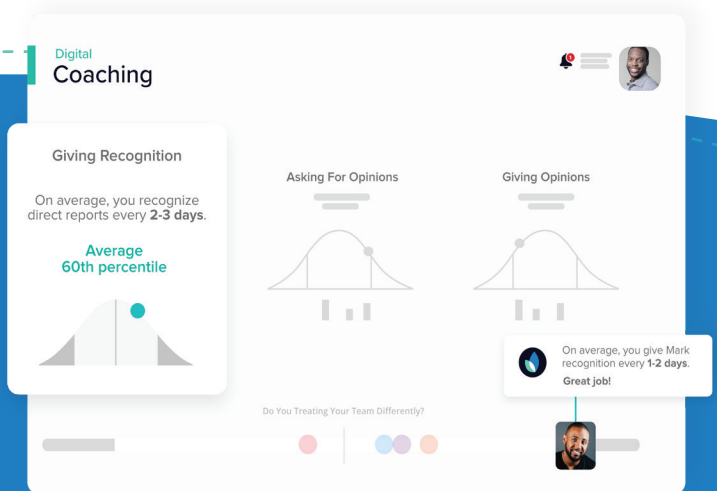
Help managers become leaders who inspire teams to do their best work.



## Empower managers to become great leaders.

**Cultivate:** Intelligent Coaching\* is a hyper-personalized and scalable solution to transform managers into great leaders. It draws on digital signals from workplace communication platforms (Slack, GMail, O365, etc.) to assess manager behaviors and suggest better approaches. This solution can also integrate Perceptyx listening channels such as 360 Feedback to improve leadership effectiveness across your business.

- **Hyper-personalize growth**  
Provide managers guidance based on observed behavior to shift their approach for better team performance.
- **Coach in the flow of work**  
Drive behavior changes for continuous improvement through AI-powered guidance that gets smarter over time.
- **Empower, don't monitor**  
Invite managers to opt-into gaining workplace communication insights to inform coaching but maintain privacy.
- **Expand coaching and ROI**  
Augment human coaching with scalable, continuous guidance across all manager levels—at a fraction of the cost.



- **Get a clean signal**  
Eliminate bias and data contamination by assessing and reporting on actual observable manager behaviors.
- **Learn from the best**  
Deliver top-tier resources from Harvard Business Publishing and LinkedIn Learning or your own LMS.

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“If Cultivate only prevents one person from leaving BASF, it pays for itself. This may be an employee who finds that their relationship with their manager improves. Or an employee who sees the use of Cultivate as a signal that BASF cares about their workplace welfare. It could also be a leader who views the tool as an indication that BASF is invested in their professional growth, as well.”

**BASF people leader,  
quoted by Josh Bersin**

### Develop leaders at scale

Hyper-personalize coaching for every manager, based on their observed behaviors and growth areas.

### Advance a growth culture

Create an environment of safe and continuous support to address skill gaps and amplify strengths.

### Inspire change in action

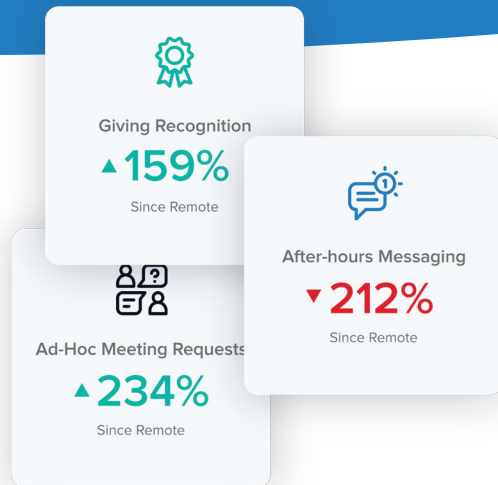
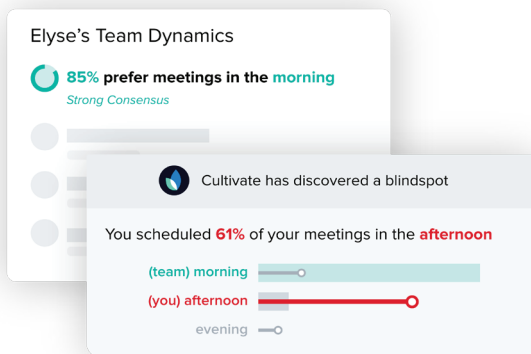
Nurture lasting behavior change by offering managers simple, actionable guidance to take the best next step at that moment.

### Increase Coaching ROI

Offer personalized coaching at scale to resolve the scalability, time, and cost constraints of face-to-face programs.

### Augment Human Coaching

Enhance face-to-face coaching by adding observable, real time insights within managers' flow of work.



### Facilitate Continuous Improvement

Evolve personalized coaching to nurture leaders through AI intelligence and empirical analysis.

### Accelerate Responsive Action

Recommend behavior changes based on digital observations of managers' current approach.

*\*Intelligent Coaching is available as the Cultivate Essentials package.*



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Only Perceptyx makes all this possible, so you can finally **See the Way Forward.**

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