



The SPARK of a future focused coaching culture

In view of our ambition to become a Simply Irresistible Organisation for our current, future and alumni talent, we launched our project, called SPARK.

We wanted to create an integrated approach of a future-focused performance management experience and people development, as they are two sides of the same coin.

One of the success factors of this SPARK program is to have supportive management: leaders w have quality conversations with their team members, turning regular one-on-one meetings into true coaching moments, while focusing not only on operational themes but also on wellbeing, career aspirations and people's strengths.

This comes down to a true cultural shift, from talking about people to talking with people!

To make this shift, we heavily invested in boosting our manager's coaching skills. We opted for an innovative blended learning journey. Innovative because we

introduced gamification elements, such as a custom SPARK escape room. Blended because we used different types of learning, from short brain snacks to workshops with professional actors. Finally, we recognize that it is a journey. Building a coaching culture for more than 4000 practitioners is a challenge. And change does not happen overnight. Therefore, this program reaches over 3 years, and the code to crack is to create new habits so that they become part of our DNA.

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