

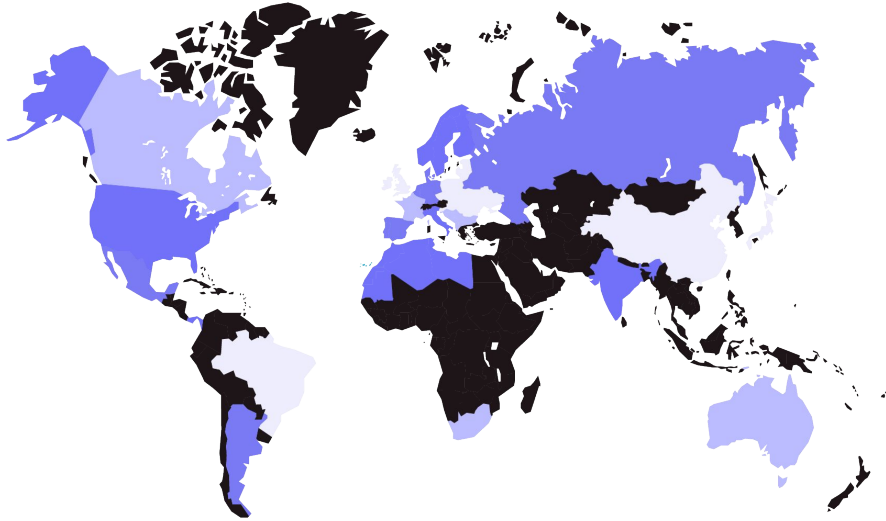
# Time to level up.



 **simundia**

**Coach your employees,  
transform your company.**





client companies

coachees

average rating by  
our coachees

certified coaches  
worldwide

countries covered



**“75% of business transformations fail because of human factors, while employees are willing to adapt.”**

- Gartner study



# 69%

of managers are uncomfortable communicating with the employees in their own teams.

## Managers are not empowered to lead change.

The discomfort of managers is emphasized by hybrid working, the need of new managerial cultures in companies and a new focus on soft skills as key managerial abilities.



# 34%

of employees experience a severe burnout in their career.

**People are not supported and trained to face their day to day operational challenges.**

Companies can no longer ignore the wellbeing of their employees and need to provide solutions to help everyone find meaning at work.



# 55%

of workers in America are  
planning on looking for new job.

**This results in poor retention  
and engagement in the  
company.**

Employees aspire to career paths and  
growth opportunities that companies no  
longer offer.



# Our objectives

- Turn managers into true **leaders**.
- Help employees find and respect work life **balance**.
- Ensure employees' professional **growth to drive retention**.



**Traditional learning** won't work.  
You need a **personalized approach** to transform people.

Individual coaching is the best approach but is not offered at the right **scale to impact business transformation.**





# Our solution: Situational Coaching® platform

We work hand-in-hand with HR teams to frame and deploy Situational Coaching® at scale, with a measurable impact.



**Situational Coaching® has been created by experts in behavioural science and tested on a panel of a thousand people.**

Our committee has used the discoveries made on small scale and **enhanced them with technology**.

We are conducting prospective studies to propel **coaching into the future**, offer coaching at scale and help transform companies, **one coaching at a time**.



**Rosalyn Moran**

Neurologist and  
Director of the AI  
Institute at King's  
College



**Catherine Snyers**

Coach and  
President of the  
SFCoach



**Jean-Philippe  
Bouilloud**

Professor in  
organization and  
sociology at ESCP



**Giovanni Corazza**

Researcher in  
creativity at the  
Marconi  
Foundation



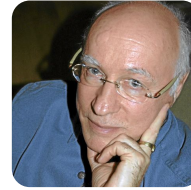
**Isaac Getz**

Professor in  
management at  
ESCP



**Nathan Furr**

Professor of  
strategy at INSEAD



**Jacques-Antoine  
Malarewicz**

Psychiatrist and  
coach, systemic  
expert



**3,2,1**  
**Here we go.**



# Situational Coaching®

A coaching methodology designed to scale coaching.

## Concrete

Situational Coaching® is focused on a specific work situation, for a clearly identified action. It's pragmatic.



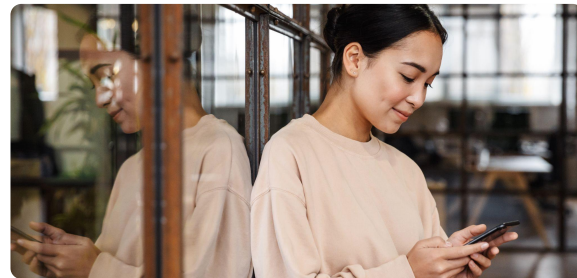
## Effective

3 one-hour sessions over a few weeks are enough for Situational Coaching® to have an impact.



## Measurable

Situational Coaching® has an impact at individual level and at company level. We display indicators for both levels.



# The Simundia coaching experience

01

## Concrete Diagnosis

Clarification of the **starting situation** and validation of the most suitable coach.

✓ Questionnaire

✓ Feedback Manager

✓ Orientation meeting

02

## Efficient Coaching

**3 one-hour sessions** by videoconference with your coach, chat and tools between sessions.

### Session 1

Observation

### Session 2

Reflection

### Session 3

Action

03

## Measurable Review

**A look back** at the impact of its course, both prompt and delayed feedback

✓ Roadmap

✓ Evaluation of progress

✓ Satisfaction

# The best coaches, selected and trained for an optimal coaching experience.

Having an impact in 3 hours is a challenge only the best coaches can take up.

All our coaches are selected by Catherine Snyers, **President of the SFC**, on four criteria:

- ICF, EMCC and SFC certification
- supervision by a coach of coaches
- 1,000 hours of previous coaching experience
- 15 years of previous corporate experience.



**Marina Savitsky**

US

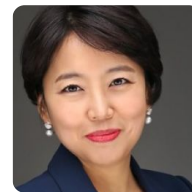
Previously a stylist and executive in the fashion industry.  
→ Expert in emotional intelligence.



**Geoffrey Watson**

UK

Previously director of Africa/Asia/MENA at Nestlé.  
→ Expert in adaptability to change.



**Da Jeong Danielle**

South Korea

Previously commercial director at Instagram.  
→ Expert in management.



**Thais Brito Catalano**

Brazil

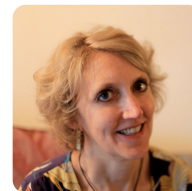
Previously Operations Manager at Estée Lauder.  
→ Self-confidence expert.



**Catherine Snyers**

France

Previously HRD at BNP.  
→ Leadership expert.



**Kristi Alcouffe**

US

Previously a financial analyst and 25 years in consulting and training.  
→ Expert in managerial and leadership posture.



**We work with the HR team on deploying coaching at scale and measuring its impact.**





# Framing : your company is unique, so are your employees.

You know your company priorities.

We can advise you on the situational coaching program that will fit your needs in terms of :

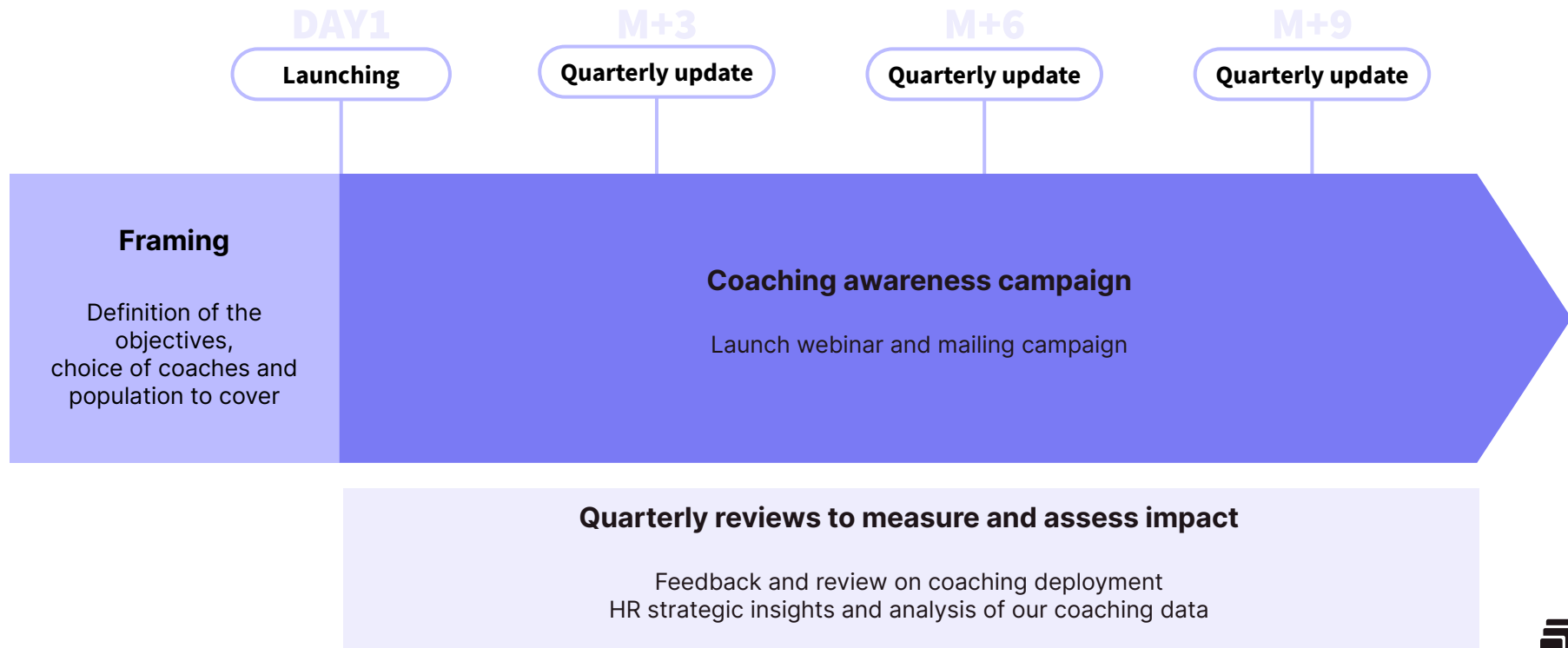
- **Communication plan**
- **Population**
- **Coaching situations to address**
- **Selection of coaches**





# Deploying: easy and quick to adopt

A dedicated Account Manager will **accompany you** throughout your Simundia experience so **you are in control**.



Hello, Emily Smith

Welcome to your Simundia Space

Acme company 2022 - 2023

Beginning of the contract  
April 20th 2021

End of the contract  
April 20th 2023

240

Employees

120

Created accounts

50%

48

Ongoing coachings

20%

24

Completed coachings

10%

### Context and objectives

Define the context and your objectives for the implementation of the Simundia solution. These elements will be transmitted to the coaches as well as to your employees who benefit from coaching.

Define an objective

### Messages from your employees

"I really enjoyed the coaching offered by Simundia.  
< With a very insightful coach who was able to adapt the theme 100% to my situation." >

John Harris

# Monitoring

Find all the monitoring indicators in a dedicated space:

- Deployment monitoring such as adding employees, monitoring employee feedback
- Follow-up of ongoing or completed coaching sessions
- Statistics on the chosen coaching themes
- Feedback from coachees, their satisfaction ratings and their qualitative feedback



**90.6%**

of coached  
employees feel  
**more productive.**

**91.3%**

of coached  
employees feel  
**less stressed.**

**99.3%**

of coachees  
are very  
satisfied.

**95.9%**

of coached  
employees feel  
more motivated.

## ROI : Simundia's impact on employee engagement.



# Our references.

TALENTSOFT



BAIN & COMPANY 



SeaBird 

BearingPoint



comet 

**Deloitte.**

**sanofi**



**BNP PARIBAS**  
La banque d'un monde qui change

**EY** Parthenon

BANQUE  
POPULAIRE **+X**

**CHANEL**

**Crédit Mutuel**

**Air Liquide**

**ALSTOM**

**cea**

**E.Leclerc**

# Use cases



# Discover our use cases with our long standing customers

**sanofi**

**Manager  
empowerment**

Taking up a  
managerial position

**BAIN & COMPANY**

**Retention**

Support career  
paths

**PUIG**

**Well-being**

Stress management



**Manager  
empowerment**

Culture of autonomy

**BearingPoint®**

**Manager  
empowerment**

Women's leadership



**Well-being**

Digitization of work



# Sanofi x Simundia

Issue: How to improve managerial performance in a context of profound transformation?



**Agnès Ceruti**  
RHD @Sanofi

sanofi

**Sector :** Pharmacy

**Employees :** +20 000

**Countries:** 30

**At Simundia,** since 2017

## Context

Sanofi is a leading group in the pharmaceutical industry. After several years of internal reorganization, Sanofi decided to launch a new transformation plan and to outsource a large part of its support functions.

## Challenge

To support the retraining of 1,000 employees, many of whom were evolving from technicians to supervisors of external service providers.

## Solution

Provide Simundia coaching to 1000 employees in Sanofi's support functions.





# Sanofi x Simundia

Result: successful retraining of employees who have moved from an operational role to a supervisory role.

**45%**

chose  
**leadership  
situations**

**96 %**

perform  
better

**8,9/10**

Satisfaction  
score

## Impact

Significant improvement in managerial performance.

## HR Testimonial

"Simundia's 3-session coaching is very effective, easy to democratize and the coaches are of a very high standard. It was important for us to offer a quality system to our teams."

## Coachee Testimonial

"Thank you for the opportunity to benefit from this coaching which was very beneficial to me. I didn't think that one could progress so much in only 3 hours of coaching."



# Bain x Simundia

Challenge: How do you retain talent while allowing them to progress serenely at Bain?



BAIN & COMPANY 

**Séverine Leca**

Talent Director @Bain&Company

**Sector :** Consulting

**Employees :** 13 000

**Countries:** 37

**At Simundia,** since 2019

## Background

Bain & Company is an international strategy and management consulting firm. The work environment is very demanding and it can be difficult to retain talent in these conditions.

## Challenge

Retain talent by developing employees' soft-skills to help them progress serenely within Bain (taking on managerial positions, stress management, etc.).

## Solution

Simundia coaching was made available to 200 employees at Bain&Company.



# Bain x Simundia

Result: Talent who is better equipped with soft skills is more likely to be hired for the long term

**33%**

chose public  
speaking  
situations

**100 %**

Feel more  
motivated

**9,1/10**

Satisfaction  
score

## Impact

More engaged employees and reduced overall stress among teams, which helps retain talent.

## HR testimonial

"This is the service we absolutely needed, because we didn't have the internal capacity to train employees on all these soft-skills topics. Simundia is a true HR partner, which takes a significant amount of work off our plate."

## Coachee testimonial

"It's a good way to take some time for yourself, to step back from your pro/personal situation. It's time that we don't necessarily take when we're head over heels at work."



# CIC x Simundia

Challenge : How can I make field managers **more autonomous and agile** in a context of transformation?



**Arnaud Schwarshaupt**  
HRD @CIC Nord-Ouest

**Sector :** Banking

**Collaborateurs :** 2 300

**Sites :** 300

**Simundia customer** since 2019

## Context

CIC Nord Ouest is a retail bank for individuals and companies. The sector is undergoing numerous transformations and still retains a historically pyramidal organisation.

## Issue

Supporting managers towards more **autonomy and agility**

## Solution

Provision of Simundia coaching to **500 managers**.



# CLC x Simundia

Results : Adoption of a culture of agility.

**65%**

chose  
**leadership  
situations**

**94 %**

perform  
better

**9,2/10**

Satisfaction  
grade

## Impact

Employees who are more empowered and able to adapt to the company's reorganisation

## HR Testimony

"Simundia helped us identify the scope of our needs, then provided technical support, and finally helped us with communication and the daily use of the platform. Today the subject is becoming commonplace in the daily life of managers, we are very satisfied."

## Coachee testimony

"If I had to sum up Simundia in 3 words, I would say first of all personalisation and adaptability, and finally availability because my coach made herself available at all times".



# Puig x Simundia

Issue: How to help employees feel better in a demanding work environment?



**Thomas Henonin**

Fashion HR Director @Puig

**Sector :** Luxury

**Employees :** 5 000

**Countries :** 25

**Simundia customer** since 2019

## Context

Puig is a group of several luxury houses: Paco Rabanne, Nina Ricci, Jean-Paul Gaultier, etc. In a competitive and fast-growing sector, the pace and workload are intense.

## Issue

Develop the soft skills of employees so that they can learn to handle pressure and preserve themselves.

## Solution

Provision of Simundia coaching to 200 employees within the Paco Rabanne brand and then the Group.



# Puig x Simundia

Result: happier employees and better relations with employee representatives

**54%**

chose time or  
emotion  
management

**100 %**

Feel better

**9/10**

Satisfaction  
grade

## Impact

Employees equipped to cope with intense work periods and better retention of talent.

### HR testimony

"We called on Simundia for a population of managers at Paco Rabanne. We finally decided to extend it to all employees of the group. We are proud to offer innovative and impactful solutions for the development of each employee."

### Coachee testimony

"It is a sharing and a time for oneself that allows one to express the challenges one faces and to find the best ways to solve them. It is a professional coaching that helps to discover oneself in addition and gives some keys to accomplishment."



# CEA x Simundia

Challenge : how to develop good practices in hybrid work and remote management?



## Valérie Roudil

Responsible of training department @CEA

**Sector :** Public research center

**Employees :** 20 000

**Countries :** 9

**Simundia customer** since 2019

## Context

The CEA is a public research organisation. Until 2019, all employees worked in the office on a daily basis. Successive confinements have imposed hybrid work, a mode of operation to which some have found it difficult to adapt.

## Issue

Digitalising working methods and team training.

## Solution

Provision of Simundia coaching to 100 employees within the CEA.





# CEA x Simundia

Result : adoption of a digital culture and improved agility of working practices

**40%**

chose  
management  
situations

**100 %**

perform  
better

**9,2/10**

Satisfaction  
grade

## Impact

More serene and efficient employees in a hybrid work environment.

## HR testimony

"Coaching can bring a lot to a company, Simundia has been and still is a help, a support in this change. Some feedbacks testify to an improvement in perspective taking, in speaking, in organisation and others note that they have a more adapted posture. A positive, enriching and innovative experience.

## Coachee testimony

"Simundia's coaching enabled me to learn how to remotely manage a team that was younger than me and more comfortable with digital tools than I was. I have regained my legitimacy."



# BearingPoint x Simundia

How to enable each woman to build a sustainable career within the firm ?



**BearingPoint**

**Katy Naujoks**

HRD @BearingPoint

**Sector :** Consulting

**Employees :** +4 500

**Countries :** 49

**Simundia customer since** 2021

## Context

BearingPoint is a management and technology consultancy. Today, management positions are predominantly held by men and the firm wants to address many gender inequalities.

## Issue

Accompanying female employees to help them gain leadership and manage their professional/personal balance, in particular to better understand the main obstacle in their career: maternity.

## Solution

Provision of Simundia EQ-I + coaching program to 300 female employees, then to all employees of the French firm.



# BearingPoint x Simundia

Result: women employees who feel more legitimate to aim for management positions

**42%**

Chose  
management  
situations

**90%**

Feel more  
motivated

**8,7/10**

Satisfaction  
grade

## HR testimony

"Simundia is an indispensable HR partner for supporting the development of its employees. Their team has been able to listen to our strategic issues and act in a targeted way to meet them. The follow-up is of high quality!"

## Coachee testimony

"I am very grateful to BearingPoint for this Simundia coaching. It is a real chance to be so well supported after returning from maternity leave."

## What's next ?

Simundia coaching will be deployed on more than 1 000 employees over 3 countries !

## Impact

**Coachees feel better** and more motivated after their EQ-I + situational coaching path

