

# Procore leverages **Sidekick** to build an exceptional coaching culture

After a successful pilot, Procore rolled-out Sidekick throughout their organization to provide personalized coaching at scale.

In 2019, Procore won the International Coach Federation Prism Award, honoring organizations with coaching programs that address key strategic goals, shape organizational culture, fulfill rigorous professional standards, and yield measurable impact.



"We knew we were going to need some help in scaling coaching. We did our own due diligence, talked to different companies and conducted small beta tests with them. We landed on Sidekick for a couple of reasons:

1. The extraordinary quality of their coaches
2. The outrageous impact on employee engagement in the beta
3. The Sidekick team who is passionate about helping their clients

It was a no brainer after our beta experience to know that Sidekick was our true partner in scaling coaching."



**Jeanne Smith**  
Coaching Culture Architect @ Procore

# About Procore



Procore is a leading provider of construction management software. The company is headquartered in Carpinteria, CA, and has expanded globally in the past years.

The company has received much public praise about its outstanding culture. It was ranked **#4** in **Glassdoor's 2019** list of Best Places to Work and **#2** in **CultureIQ's Top Company Cultures 2017**. It won in 2019 the ICF (International Coach Federation) **Prism award**, recognizing the **best coaching cultures globally**.

## The challenge of scaling culture in a distributed environment

While hypergrowth companies face many obstacles, research shows that talent is their primary growth challenge<sup>1</sup>. And one of their biggest talent priorities is how to scale and maintain culture.

Procore has been recognized for creating an exceptional culture that drives employee engagement and directly impacts company success. Enabling employee's growth is seen by Procore senior leaders as a competitive advantage to attract and retain talents. As Procore continues to grow, scaling its culture has been a key priority.

"We are growing, not only in headcount but also expanding our global presence. This brings a challenge: how do you scale coaching at a company that's growing this rapidly?"



**Jeanne Smith**  
Coaching Culture Architect @ Procore

# Developing manager-coaches

Attracting, developing and retaining the best talent to support their growth is a top priority. Procore has the ambition to provide an individualized level of support throughout the organization, not only to the senior leadership team.

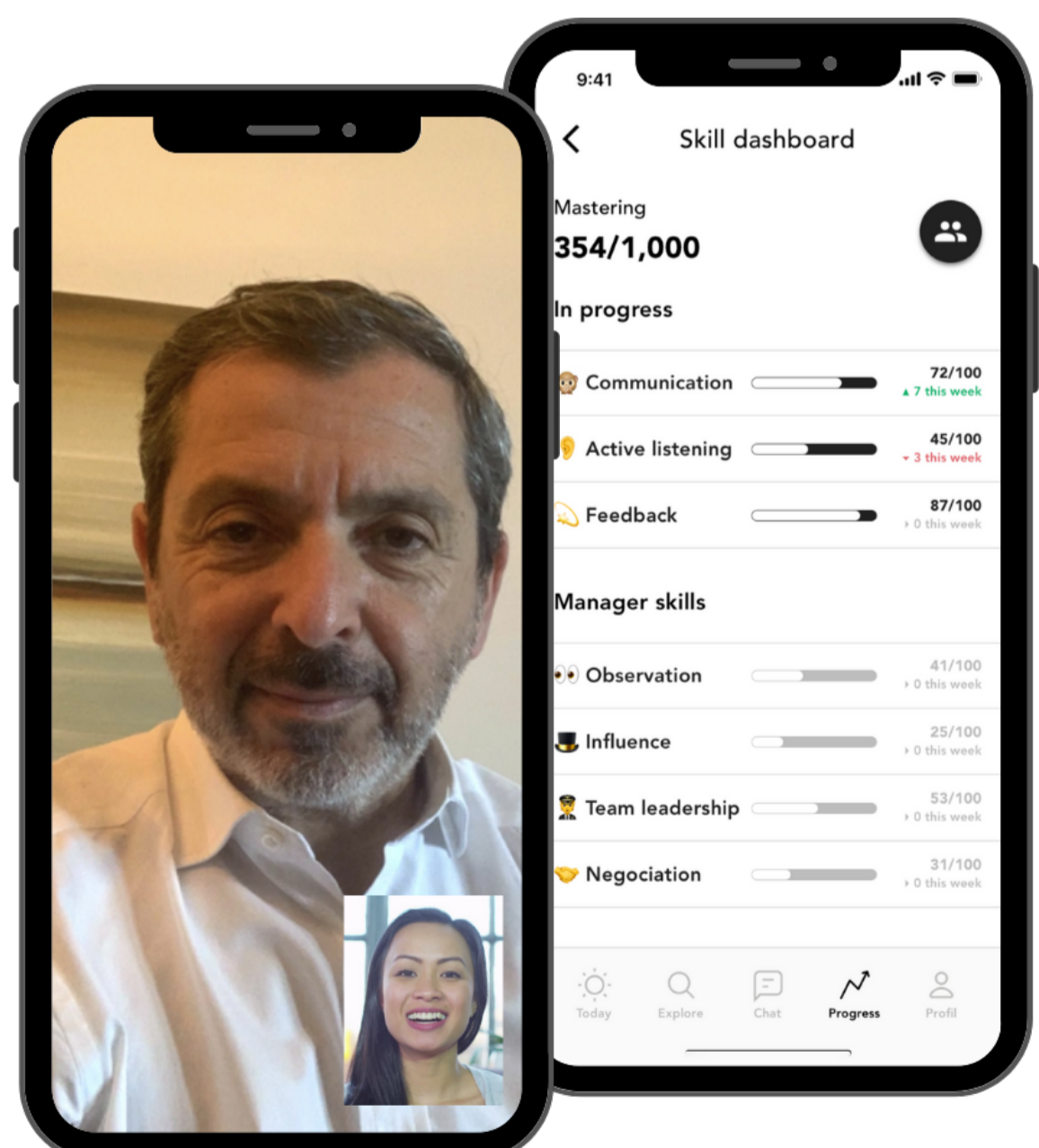
“One thing I’ve noted is the desire to have growth opportunities at all levels of the organization at Procore. Not just for the C-Suite and the senior leaders but at all levels. Especially the front-line managers and individual contributor communities that [typically] don't get a lot of support leadership wise.” **John McClure**, Senior Executive Coach

“Part of our forward-looking vision is to create leaders who are coaches. Coaching is so important for us at Procore because when our leaders make the shift from leading in an old way to leading as a coach it opens up possibilities for our organization, for our customers, for our business results.”



**Lisa OBrien**  
Senior Executive Coach @ Procore

Sidekick provides each manager with a top-quality coach and development tools, ready to help them get the most out of their team.



# Tailoring the experience to L&D team's objectives and values

Prior to the launch, Sidekick coaches were briefed on Procore's specific culture, priorities and challenges to maximize their impact from the first sessions.

## Outstanding coaches

"The quality of the coaches that Sidekick has put together is extraordinary."

Jeanne Smith, Coaching Culture Architect

"My coach went above and beyond to make sure that I had actionable items every week. I grew so much professionally in my time working with her. We used every minute and really dug in deep every time. This was the best thing Procore has ever offered me for professional development. [...] My coach was fantastic."

Procore Employee · Coach rating: ★ ★ ★ ★ ★

## Tailored support & customer success

"The customization and personalized attention is unlike anything I have experienced with an 'outside vendor'." John McClure, Senior Executive Coach

"We actually feel like Sidekick is part of our team. They understand our needs, listen to our requests, are super flexible, agile and responsive. This has helped us scale at the pace we need to scale; Without their ability to partner so well with us it would not have been successful."



Lisa OBrien  
Senior Executive Coach @ Procore

# Providing an engaging and personalized experience

Sidekick's individualized support has been widely adopted at Procore, with levels of activity and user engagement outperforming Procore's expectations.

90%

of participants were active on Sidekick during each 2 week period of their subscription

This led to a high level of satisfaction amongst Procore employees.

4.9/5

average coach rating among participants

Through Sidekick, employees are made owners of their development process, choosing their development goals and discussing with a coach on a regular basis to address each individual's specific needs.

"It is an extraordinary offering to give hard-working employees the opportunity to have 1:1 attention that is objective, thoughtful and valuable. Sidekick is all that and more. Procore is incredibly grateful."



Jeanne Smith

Coaching Culture Architect @ Procore

# Unique insights into the organization

Procore's coaching team is empowered with visibility and control through in-depth analytics on their people. They are able to demonstrate the value of coaching to their leaders by providing them with insightful quantitative and qualitative data on their workforce.

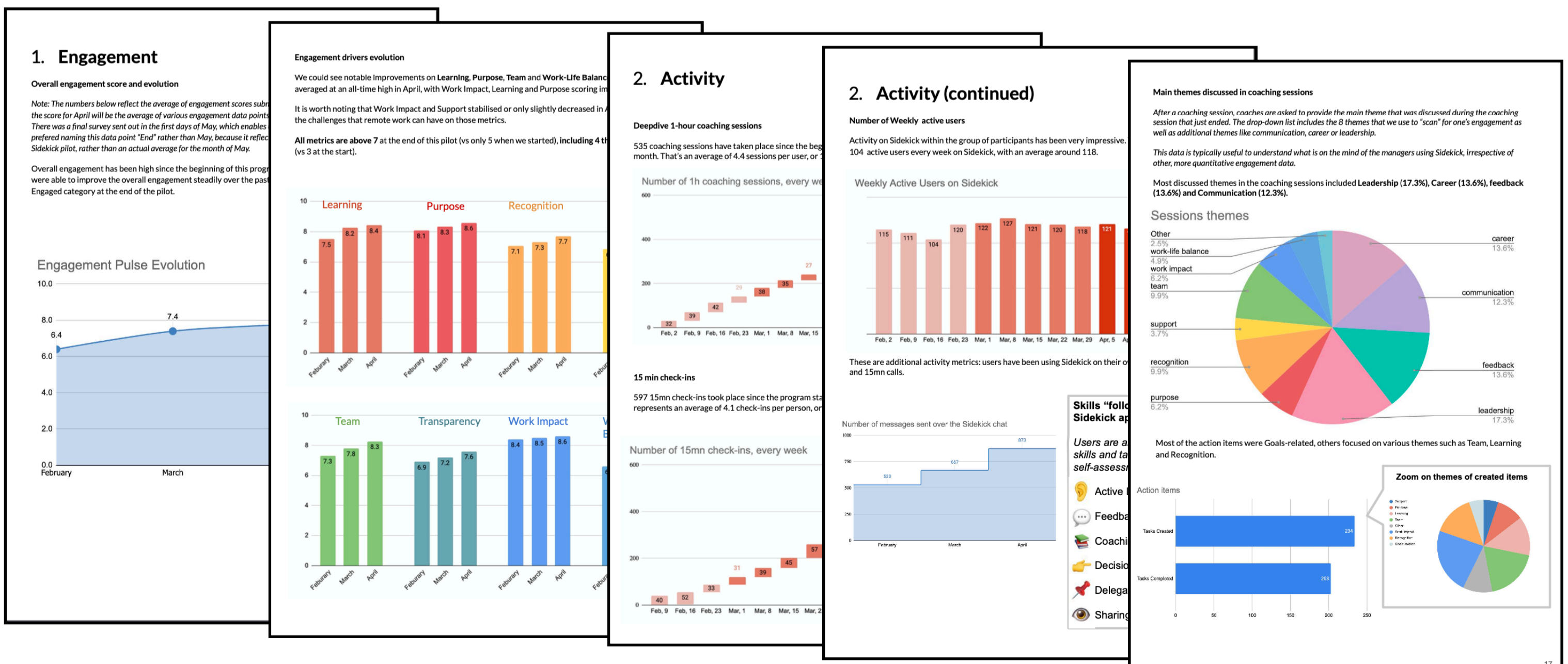
"Sidekick has given us a view into our organization with such clear quantitative and qualitative data [...]. It opened up this ability for us to see a window into our organization in such simple, graphic way with trusting qualitative data." **Lisa O'Brien**, Senior Executive Coach @ Procore

"Thanks to Sidekick's data platform [...], the role we now play is to give some perspective to leaders on what's happening inside the organization with the synthesized and anonymized data that's coming through. [...] That's been a real benefit of our partnership to our leaders."



**John McClure**  
Senior Executive Coach @ Procore

Sample data for demo purposes.



## Leveraging Sidekick's software for internal coaching

Part of Procore's exceptional coaching culture can be attributed to their blended approach to coaching, taking the best of both *internal* and *external* coaching. Procore has not only assembled a team of exceptional internal coaches, they are also developing their own managers to become coaches for other *Procorians*.

Enabling Procore coaches to provide coaching through the Sidekick platform enables leaders to truly scale coaching and get aggregated insights on the global impact of coaching in the entire organization.



“I joined the internal Executive Coaching team after the collaboration with Sidekick was up and running. What immediately impressed me was how in tune and responsive Sidekick was to both the needs of the team as well as the clients they were serving. The partnership was seamless.”



**Courtney Birch Webster**  
Senior Executive Coach @ Procore

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<https://sidekick-hq.com/>

Sidekick - Procore 2019 Case Study  
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