



# Drive Learner Success with Coaching

There's a strong correlation between coaching and success, especially at work: Organizations with strong coaching cultures are more than twice as likely to be classified as high-performing<sup>1</sup>. Study after study links coaching and mentoring with improved work performance – along with employee retention, self-confidence, and wellness.

Yet these transformational coaching connections often aren't available to immigrants, refugees, and speakers of other languages – despite the fact that foreign-born workers now represent nearly 1 in 5 workers in the United States<sup>2</sup>. Newcomers' limited professional networks, systemic underemployment, and English barriers keep coaching and mentoring out of reach.

## THE ENGEN SOLUTION

At EnGen, we're closing the coaching gap by integrating a flexible coaching program directly into our personalized, career-aligned, mobile-first English upskilling platform. Coaching services are offered to individuals and small groups and align with organizational goals, including:

- Onboarding new learners to fully engage in our digital platform.
- Promoting learner access to tailored tech support and tools to build digital literacy.
- Offering targeted interventions to advance learner engagement and outcomes.
- Supporting learners in developing regular study schedules, connecting their EnGen experiences to their real-world career and educational goals

Coaching drives significantly increased engagement on the EnGen platform, widely understood to be the best indicator of learner success. The more time a learner invests in practicing a new skill – in this case, English – the greater the impact<sup>3</sup>.

## ENGEN IMPACT

Data from a survey of more than 6,000 EnGen learners indicate that our approach to coaching generates results:

- ✓ **87%** of learners who access coaching are **engaged with the platform**, compared to 61% who don't access coaching.
- 📅 **88% more hours** on average are invested in the platform by learners who access coaching.
- 📁 Learners who access coaching are **more than twice as likely to be "highly engaged,"** investing at least 10 hours per week in the platform.



Are you interested in offering coaching to your workers and learners?

**SEE ENGEN IN ACTION**

## REFERENCES

- <sup>1</sup> Human Capital Institute and International Coaching Federation, "Building a Coaching Culture for Change Management," September 2018.
- <sup>2</sup> U.S. Bureau of Labor Statistics, "Labor Force Characteristics of Foreign-born Workers Summary," May 2023.
- <sup>3</sup> Ericsson, K. A., Krampe, R. T., & Tesch-Römer, C. (1993). The role of deliberate practice in the acquisition of expert performance. *Psychological Review*, 100(3), 363–406.