



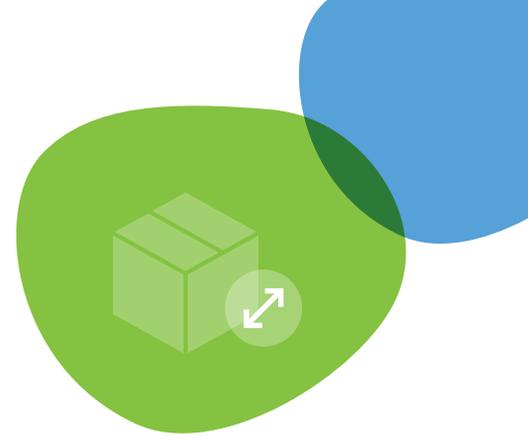
BetterUp

logitech

CASE STUDY:

# For Sustained Behavior Change, Logitech Chose BetterUp

BetterUp has been one of the most impactful learning and development solutions Logitech has implemented. By working one-on-one with BetterUp coaches, Logitech managers were equipped to better manage their mindsets and ultimately, have developed into stronger leaders. BetterUp can individually touch employees across your entire organization, regardless of their function, team, and location. Senior Director of Learning & Development at Logitech, Jessica Amortegui says, “If you want to significantly increase the impact of your learning and development programs, BetterUp coaching is the way to do it.”

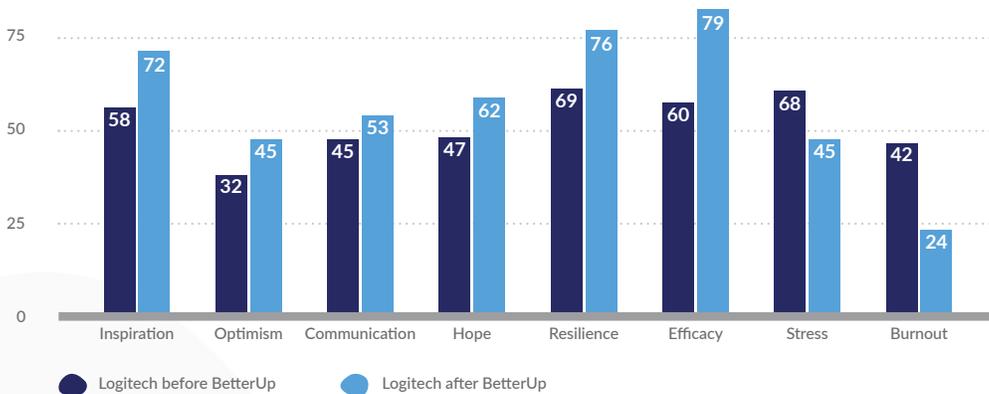


## Overall Themes and Improvement Highlights

- Participants improved their ability to manage their energy—suggesting positive and tangible benefits for both employees’ quality of life and business productivity
- Participants demonstrated greater ability to cultivate healthier mindsets with potentially powerful downstream effects
- Large uptick in measures that indicate how well-positioned people are to thrive in their personal and professional lives
- Employees demonstrated consistent, high level of engagement with BetterUp

## Clear Evidence of Stronger Leaders, Shown in the Numbers

Logitech saw significant percentile improvements across key performance dimensions.



- Levels of **stress** improved 23 percentile points, and **burnout** improved by 18 percentile points.
- Levels of **hope** improved by 15 percentile points, and **optimism** improved by 13 percentile points
- Logitech members had an **average 20 percentile improvement vs. the national average**, suggesting a positive impact on individuals’ attitudes, behaviors, and performance.



# logitech

at a glance

**Jessica Amortegui**  
Senior Director of  
Learning & Development

## Employees

- 2,850

## Employees using BetterUp

- 110 new managers
- 30 senior managers

## Learning & Development Team

- 2

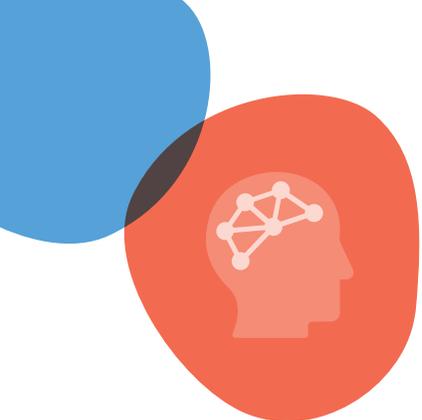
“Most learning solutions aren’t personally relevant, and they can’t create sustainable behavior change. They can provide virtual reinforcement, but they can’t help someone dig more deeply into what they just experienced, and apply that knowledge toward what they are currently working on. At best, they’re catch-all solutions,”

—Jessica Amortegui, Senior Director of Learning & Development, Logitech

Even for the most motivated managers, workshop and classroom experiences would lead to small changes, or a return to the path of least resistance when it came to doing things “the old way.” Being inspired for one or two days simply isn’t enough.

Jessica had worked with executive coaches before, and was well acquainted with the incredible benefits of coaching. When she discovered BetterUp, she knew she had found the perfect solution for the program she was envisioning, one that would **support Logitech’s culture of openness, humility, and challenge-seeking, while creating a personalized journey for each individual team member.**

When it came time to explore new learning and development solutions that would engage team members, support personal and professional development, and offer continuous and personalized learning opportunities, Senior Director of Learning & Development at Logitech, Jessica Amortegui’s team felt stuck with how to deliver programs that would result in measurable behavior change.



*“If you want to significantly increase the impact of your learning and development programs, BetterUp coaching is the way to do it. The impact exceeds the investment.”*

### Leading at Logitech + BetterUp

As the Senior Director of Learning & Development at Logitech, Jessica Amortegui is responsible for leading all learning and development programs for over 2,800 employees across over 30 countries. A lean team with limited resources, Jessica’s group must prioritize solutions that not only align with Logitech’s culture, but are also scalable and cost-effective—no small feat.

*“As an organization, Logitech seeks to develop the Whole Person, in terms of what people have to offer at work, while also fostering development that impacts their life outside of work.”*

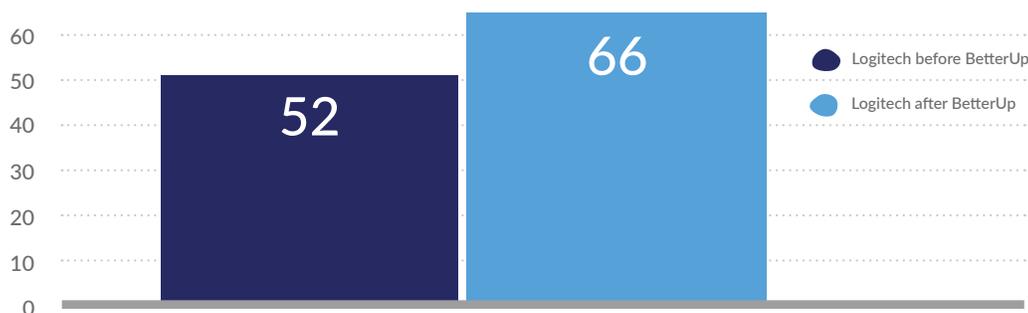
Jessica drew from her extensive background in positive psychology to develop an innovative program aimed at providing nearly 200 managers around the globe with the tools & support needed to help individuals build psychological capital & grow both personally & professionally. By pairing her own unique program, Leading at Logi, with BetterUp coaching, Jessica’s team saw dramatic results, and equally impressive word-of-mouth accolades from members.

As more managers found out about the great experience participants had with BetterUp coaching, more opted in to participate in the program. BetterUp coaching seamlessly integrated into Logitech’s people-first learning program, amplifying its impact, and instilling sustained behavior change that other programs simply cannot deliver.

Below, Jessica shares how BetterUp exceeded expectations, helping members improve their communication skills, create more trusting team environments, and demonstrate a greater ability to cultivate healthier mindsets.

### Higher Psychological Capital (PsyCap\*)

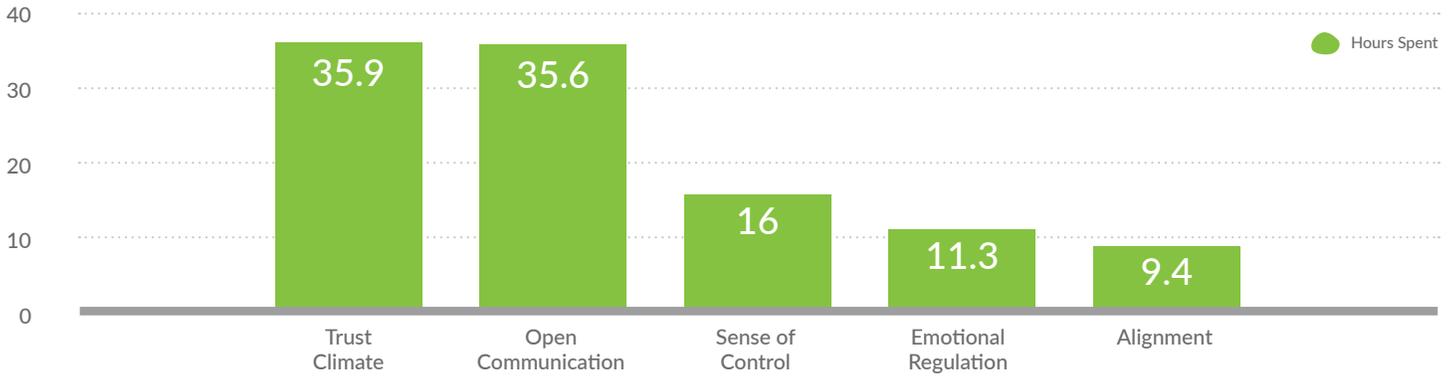
PsyCap is made up of four positive capacities: hope, optimism, self-efficacy and resilience. Logitech members made great strides in the measures that indicate how well-positioned individuals are to thrive in their personal and professional lives.



Logitech members had an **average 14 percentile improvement vs. the national average**, suggesting a positive impact on desirable employee attitudes, behaviors, and performance.

\*Source: <https://medium.com/@matthijssteeneveld/psychological-capital-4f76213c957b>

## The Top 5 Learning Topics



*“We wanted to create a program that employees have an experience with.”*

### Members Participated in Learning Activities Aligned With Logitech’s Values, and Leading at Logi’s Whole Person Approach

The top 4 learning topics addressed behaviors supporting openness, humility, collaboration, and effective decision making.



openness



humility



collaboration



decision making

### A 4.3x ROI

The improvements Logitech employees saw at the individual level translate into substantial business impact at the population level. BetterUp’s assessments are tied to metrics that predict performance improvements, retention improvements, decreases in absence, and decreases in healthcare spend due to lowered stress. Based on the population level improvements achieved for Logitech, we conservatively predict that **Logitech’s investment in BetterUp coaching will yield a 4.3x return on investment.**



## Creating Intimate, Yet Scalable Experiences, As Told By Jessica Amortegui

I've long been a proponent of coaching, but due to cost concerns, we weren't sure we would be able to implement it. We needed a solution that would address our concerns:

- **Cost.** Coaching feels unrealistic given budget constraints.
- **Coordinating schedules, across timezones.** Imagine the nightmare of trying to coordinate four people's schedules, in four different locations. Inevitably, some would miss sessions and the wider potential impact would be lost on participants and the organization.
- **Lack of individual attention.** The beauty of coaching is it's sized-to-fit model for development. But can coaching be scaled to address unique individual needs, or would it suffer from the same downsides as one-off trainings?

BetterUp was able to address all of our concerns with its personalized scalable solution. BetterUp was able to select, train, and mobilize coaches to meet our specific needs at the drop of a hat, allowing us to provide coaching to over 100 Logitech employees located across the US, Europe, and Asia with less than two weeks of lead time. The operational efficiency and agility that BetterUp offers enables us to integrate coaching into programs flexibly and seamlessly.

*“BetterUp opened up an entirely untapped opportunity to create behavior change that didn't exist before. It's on a whole other playing field in terms of a learning and development solution.”*

When we first started exploring solutions, we asked, “How can we individually meet people where they are, and take them to where they want to go, in a scalable way?” There was no better solution on the market than BetterUp. Simply put: no one else offered the kind of personalized, continuous learning to individuals, all based on their unique needs. Logitech members communicated with their BetterUp coaches directly in the platform to set up weekly 1:1 coaching sessions. After each session, their coaches would provide them with resources from a rich library of content to engage them in micro-learning opportunities to practice their skills. By dedicating 30 minutes per week to personalized BetterUp coaching sessions, members were able to work on their skills on an ongoing basis, which ultimately led them to lasting behavior change. I couldn't believe how incredibly easy it was to implement and deploy BetterUp, and the genuine feeling of enthusiasm for learning and sustained behavior change it created among members.

*“Coaching helps someone manage their inner world so they can show up more authentically as who they want to be. BetterUp coaching is perfectly aligned with the culture we're looking to create at Logitech.”*

—Jessica Amortegui



## A “Sticky” Learning Experience During the Six-Month Program



of members were active throughout the program



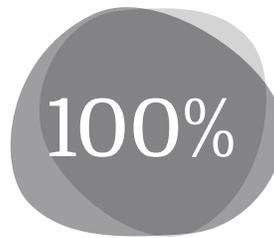
average 24 min / week over the course of 6 months



average tenure (weeks) per member



average sessions per member



of members “felt heard, understood, and respected” by their coaches  
(96% rated a 5 / 5 on the question)

## Aligning Learning and Development Investment With Maximum Impact By Coaching Managers

Most organizations invest in learning events, focusing little on the pre- and post event. But the highest perceived impact for participants is after the event itself. For us, BetterUp coaching aligns with our overarching approach to learning and development, which is grounded in the Whole Person philosophy, and our focus on giving people the tools to change their behavior in order to effect the outcomes they want.

### What Does Whole Person Development Look Like for Logitech?

At Logitech, we want our managers to address how they manage their mindset so that they can bring their best selves to their teams. We believe that this happens when they are able to thrive both personally and professionally. BetterUp coaches provided the opportunity for our managers to explore and tackle challenges they experience both personally and in the workplace. Doing so enabled them to show up at work with a healthier and more empowered mindset, and both behavioral and qualitative data reflected this positive shift.





BetterUp coaches on members' progress:

- Because they had the freedom to work on matters that affected their professional and personal lives, they felt a broader and deeper impact than perhaps what they expected.
- People were able to talk about things that impacted them across their life, and it made a tremendous difference in the way they showed up in the workplace.
- Coaching addressed performance at work, but when we started adding in behaviors around family and well-being, it made a huge difference.

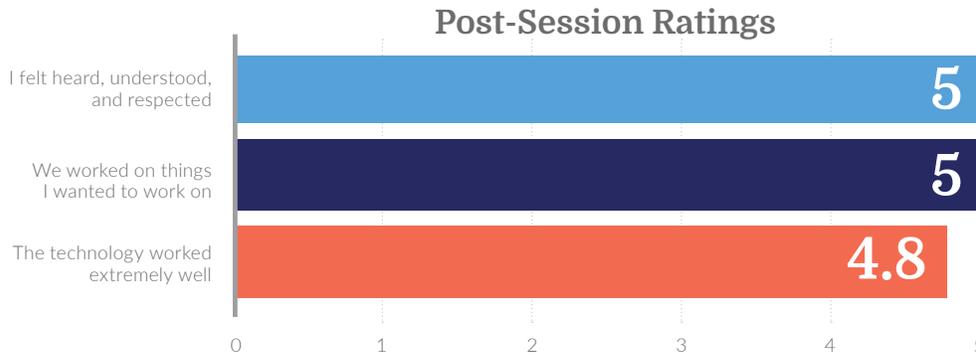
Focusing on managers has been a huge leverage point for our organization. These individuals often have the most competing priorities, a team below them, and people to please above them. They're stressed, overwhelmed, and many times burned out, all while trying to translate strategic priorities into operational activities. So our initial focus was on this group of people.

We offer two opt-in development programs, one for newer managers with 0-3 years of experience and one for those with 3+ years of experience. We strongly believe in an opt-in program because when people raise their hands, you see dramatically different results. At Logitech, all people managers, regardless of their team, are eligible to get BetterUp coaching. In total, we've had about 110 newer managers go through the program and 30 more seasoned managers attend as well.

*People were able to talk about things that impacted them across their life, and it made a tremendous difference in the way they showed up in the workplace.*

## Logitech Participants Have Been Highly Satisfied and Valued BetterUp Coaching As A Tool for Long-Term Development

Post-session ratings and feedback have been almost universally positive.



### Session Feedback

- “It’s great to review the progress I made over the last six months and to see just how far I’ve come!”
- “My coach guided me to better understand the challenges I was dealing with. I felt very good after talking with her.”
- “I was able to express my point of view and get another perspective.”

## Logitech Members and Their BetterUp Coaches Formed Strong Coaching Relationships, A Key Driver of Coaching Success

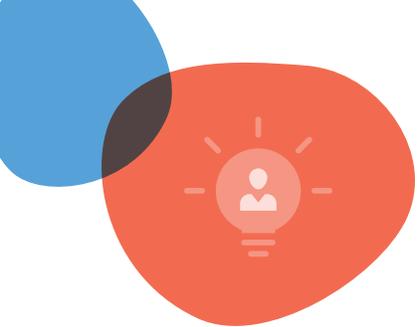
### Coach Feedback

- The amount of improvement with stress was amazing. People did not feel limited to talk about things that impacted them across their life, and it made a tremendous difference in the way they showed up in the workplace.
- The coaching addressed performance at work and when we started adding in behaviors around family and well-being, it made a huge difference.
- Being given the freedom to work on matters that affect their professional and personal lives meant they felt a broader and deeper impact than perhaps what they expected.

### Participant Feedback

- Thank you for your support over the past six months. Your open mind, listening, non-judgmental attitude, suggestions, and useful resources have been of great help. I will make the best out of it.
- I wanted to say a **BIG THANK YOU** to my coach. It’s been a very enriching coaching journey. I am happy and grateful. I really appreciated her coaching style and enjoyed her always spot on analysis and input. I would not hesitate to recommend my coach!





*“In our first cohort of the program, we had 60 people. Our second cohort went up to 90, a result of positive word of mouth about the BetterUp experience.”*

### **An Integrated Solution**

We've found that having an internal learning and development program paired with BetterUp coaching significantly amplified the results our overall efforts. **BetterUp coaching has boosted the impact of our internal program**, which is grounded in positive psychology and focuses on developing critical skills such as hope, optimism, and resilience.

Our team members can enjoy a seamless experience and work in a common language, but in a much more personalized way. BetterUp coaching addresses their unique challenges and sets them up for success, long after they leave the program.

### **The Results: Decreased Stress and Burnout, Increased Hope and Optimism, Across the Organization**

One of our goals is to have more people feel like they're being seen. With BetterUp, we were able to give people both the support they need to start working toward their individual goals, as well as the acknowledgement of being seen by our organization.

In fact, we believe that BetterUp coaching has been an invaluable gift for them, and leads to a range of ROIs for the business. By offering this benefit to our team members, we can improve the psychological resources that drive job performance, improve retention, and increase well-being, all while providing individuals with much-needed support for their own long-term career development. Beyond the feedback that people found coaching to be incredibly beneficial, we saw incredible results:

- Levels of **stress** improved 23 percentile points, and **burnout** improved by 18 percentile points.
- Levels of **hope** improved by 15 percentile points, and **optimism** improved by 13 percentile points
- Logitech members had an **average 20 percentile improvement vs. the national average**, suggesting a positive impact on individuals' attitudes, behaviors, and performance.

Overall, individuals who went through the BetterUp coaching were overwhelmingly positive about their experience, saying that they loved their coach, felt it was a unique experience they couldn't get elsewhere, and that they walked away feeling grateful and appreciative. As the head of L&D, I couldn't ask for more.

Simply put: no one else offered the kind of personalized, continuous learning to individuals, all based on their unique needs.



*“Managers who went through coaching expressed that they had been given an opportunity that was invaluable beyond words.”*

### **Conclusion**

BetterUp coaching has proven to be one of the most powerful ways to **individually touch employees across our entire organization, regardless of their function, team, and location**. Historically, coaching has been something most companies reserve for executives, but BetterUp has allowed us to bring this invaluable resource to more individuals who need just as much support (if not more!) to overcome challenges that can ultimately make them more engaged, less stressed, and more productive.

Now that we’ve seen such success with our initial cohorts of managers, we’re excited to explore the possibility of offering BetterUp coaching to individual contributors at Logitech, and to also focus coaching on transition moments, such as return from parental leave, grief leave, and relocation. The possibilities are limitless; when you can help each individual succeed in achieving their goals and improve their mindset, giving them what they need at that moment in their lives, the effects spread from the middle and out to the entire organization.





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[www.betterup.co](http://www.betterup.co)

BetterUp helps  
leaders pursue  
their lives with  
clarity, purpose  
and passion.

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