strive

Building a Culture of Belonging at Intuit

Intuit's Opportunity

The African Ancestry ERG at Intuit launched a leadership development program as part of their continued efforts in building a culture of belonging at Intuit.

3% of the US employee population at Intuit is Black or African American[1]

11 **Employee Resource Groups (ERGs) at Intuit,** including the African Ancestry ERG are currently working to build a culture of belonging[1]

Studies show that employees with higher workplace belonging show a
167% **increase in their employer promoter score**[2]

> "Our experience with Strive was extremely fruitful, our Circle created a safe environment and provided the opportunity to have deep, meaningful, and safe conversations about how to become a better leader. As an organization, **Strive has been a model partner. They not only delivered an incredible learning experience for the team, but working with them eliminated and automated any busy work for us.**"

Damion Wright
Global Co-Chair,
African Ancestry Network

Solution

Strive and Intuit partnered to launch a professional development experience centered around self-discovery, skill development, and community engagement for participants in their African Ancestry ERG.

As a cohort, participants completed **three core modules** taught in live, interactive sessions. During each session, participants engaged in group discussion, practiced skills in role play breakouts, and designed their own application challenge in a peer support board on our proprietary social learning platform.

Participants completed a **360 feedback assessment** that allowed them to understand their current strengths and areas of improvement. They engaged in a 1:1 session with an executive coach where they discussed their 360 results and their leadership goals.

1 Intuit, Corporate Responsibility Report (2019)
2 HBR, The Value of Belonging at Work (2019)

Program Timeline

March 2020
Kickoff Session
Complete 360 & request peer feedback

April 2020
Module 1: Manager as Coach, Not Boss

May 2020
Module 2: Critical Conversations

June 2020
Module 3: Managing Up
Complete 360 discussion with Brooks

July 2020
Closing Session

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Results

Strive supported Intuit in investing in the careers of participants in the African Ancestry ERG that resulted in an exceptional participant experience

Net Promoter Score

91.7

(-100 to 100)

Engagement

100%

of participants would be "disappointed if they could no longer continue their Strive program"

Enjoyment

5 / 5 avg.

"How would you rate your experience with Strive?"

Transformation

4.7 / 5 avg.

"Strive's curriculum is relevant to my most pressing problems"

Testimonials

The program, consisting of class discussion, executive coach guidance, and skill feedback, created a space that supported the cohort of fourteen participants in advancing their professional self-discovery and leadership development.

"

Caleb Maranga | Tax Analyst Programmer

*"Our instructor really understood where we were coming from which allowed him to help us the best. He was able to give us real life experiences that we were able to understand and even coached us through some of our own problems and experiences. Overall, **the Strive program has taught me some key things that will take me very far in being an effective leader** if I apply them in my everyday life."*

"

Eugene Henderson | Tax Analyst Programmer

***"The Strive program provided a platform to connect to peers with different roles and levels of experience, but similar experiences and challenges** in the workplace. I like that we were able to discuss personal stories without judgement. These discussions allowed for unbiased input from others and everyone grew from it."*

"

Shaquita Hill | Team Lead

*"**I feel equipped to handle hard situations** with tools that help me stay authentic while also allowing others to be authentic."*

"

Ravyn Williams | Money Movement

*"I am really enjoying the leadership skills summary options. I love feedback . . . with the leadership development plan **it gave me great insight to what I need to work on,** and what I am doing well"*