



Case Study:
Flight Risk Intervention
Coaching.



How our program reduced staff flight risk
and saved 000's of dollars



The Client

Top tier engineering company. Due to the confidential nature of our coaching engagements, we do not name our clients in case studies.

The Challenge

The incidence of flight risk had become an increasingly significant issue for this company, and they had identified a number of individuals that they wanted to retain through an appropriate intervention.

Our client had reported that staff turnover numbers had dramatically increased. They would normally budget for an average staff turnover number of around 7-9%. This number allowed for retirements, leaving for further study, career changes, and family issues. That number was now being measured at 19% and was therefore viewed as a substantial financial burden that needed to be addressed.

The costs associated with trying to reduce flight risk by the use of cash incentives was becoming increasingly prohibitive, and the results were often far from encouraging.

The Solution

As with all of Validity's coaching and mentoring programs, this delivery was designed specific to the client's needs. It was paramount that the coaching team assembled would add significant value in general leadership and business knowledge areas.

The investment in an executive coaching program such as this is designed to be a very personal investment in the individual(s) and their career and undoubtedly produces very positive results, as well as being an extremely cost-effective solution.

Each participant and coach met informally in advance to ensure they could work together. Aligning the right coach to each individual to build trust and rapport is one of the key components to the success of any of our coaching programs.

The confidentiality surrounding the specifics of the delivery remained highly important to both the individuals and the client company. However, it was clearly agreed that high-level reporting would be undertaken, as well as measurement metrics to ensure that we were delivering the outcomes sought by the client.

The Results

As a result of the high level of success of that program, our client also engaged Validity to provide a series of robust High Potentials Coaching programs for other individuals at multiple levels across the organisation.



This involved a wide range of aspects including:

- Career planning and development.
- Personal branding processes.
- Identification of clear behavioural improvements.
- Constructing a personalised Skills Development Plan to achieve career goals.

Individual support from our executive coaching team provided each participant with the customised and confidential environment to stretch themselves in a safe and supported manner. The program delivered solid results and was expanded across the company.

The client was extremely pleased with the outcomes.

For more information, contact us at Validity Group today:

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