



#### WHO

NeuroID solves the Digital Identity Crisis by transforming how businesses detect and monitor digital identities. NeuroID's flagship behavioral detection products, ID Crowd Alert and ID Orchestrator, offer a new level of visibility into the intent and identity of every customer, bot, fraud ring, and prospect.

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#### WHAT

Leadership Development Series (Group) & Hogan Leadership Assessment (Individual)

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#### WHERE

Zoom

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#### WHEN

3, 90 minute workshops & 1, 90 minute one-on-one coaching debrief

#### WHY

## Problem-solving pros. Human-centered culture. Culture-centered teams.

These aren't just tag lines on a career page. In order to grow and scale, the executive team and NeuroID is passionate about their "people first, business second" philosophy. They wanted to provide a strong foundation of skills and support for their people leaders and to show their commitment to development through action.

As COO Courtney Laabs said, "As we continue to grow, nothing is more important than our people. As the leaders of our organization, we want to invest in you – to give you the support you need to build your teams and develop yourself."

#### HOW

NeuroID selected Openspark Consulting to facilitate a leadership development series and deliver Hogan Leadership Assessment debriefs. The workshops spanned topics such as core values, trust, communication, and leader as coach. These engaging, interactive sessions also deepened connection amongst participants.

The development series was complemented by Hogan Leadership Assessment coaching debriefs. Each participant received a Hogan report and one-on-one coaching session to identify and leverage strengths, build self-awareness of behaviors that get in the way of success, and develop a plan to put insights into practice.



## CASE STUDY

### WHAT PEOPLE ARE SAYING:

## Net Promoter Score

# 100%

### WHAT WAS THE MOST VALUABLE FOR YOU?

Sales Leader: Lots of very thought-provoking approaches to some complex areas of leadership development.

### WHAT HAVE YOU FOUND YOURSELF CONTINUING TO USE EVEN AFTER THE WORKSHOP WAS OVER? HOW HAS IT CHANGED YOUR LEADERSHIP STYLE?

Solutions Leader: 1-on-1 strategies and referencing back on my Hogan Assessment has allowed me to stay focused on areas of weakness and leverage areas of strength.

Legal Leader: I continue to use the feedback strategies that we discussed during the training to have more productive conversations with my colleagues.

### WHAT ELSE WOULD YOU LIKE TO SHARE ABOUT THE WORKSHOP?

Marketing Leader: It was worth my time.

Sales Leader: I think this is very valuable for all leadership teams to do.

Sales Leader: I found it to be a great experience...was very well led and super interesting to hear peer feedback and input!

