

Atlas Corps partnership with BetterUp improves performance and well-being of humanitarian leaders on the frontlines of the world's most critical emergencies

Initial program participants leveraging BetterUp within the Virtual Leadership Institute see best in-class results, positioning humanitarians as future-minded leaders

Washington D.C. – October 3, 2023 – Atlas Corps today announced the initial results of its partnership with BetterUp®, the human transformation company, from the first cohort leveraging the platform for leadership development within its Virtual Leadership Institute: The participants, many of them participating from humanitarian frontline environments, scored in the top 25 percent across BetterUp's users on several key performance and well-being indicators.

Earlier this year, Atlas Corps began partnering with BetterUp to deliver change at scale — improving individual resilience, adaptability, and effectiveness for humanitarians working on the frontlines of the world's most critical emergencies and conflicts. 46 out of 50 participants from the first cohort came exclusively from some of the world's leading and prize-winning humanitarian organizations, such as Doctors Without Borders, the Norwegian Refugee Council, Partners in Health, PATH, SOS Children's Villages, BRAC, Heifer International, and Shining Hope for Communities (SHOFCO) across 29 countries. Throughout the program, participants had exclusive access to the BetterUp platform, unlimited well-being and leadership development coaching, and customizable programming tailored to the needs of Atlas Corps diverse group of leaders. BetterUp's approach is developed and backed by BetterUp's in-house team of PhDs and behavioral scientists who design and study the impact of personal growth and development opportunities.

The 6-month program focused on three key themes of leadership: Developing Self, Developing Others, and Leading Movements. This program fell under the Atlas Corps Virtual Leadership Institute, which provides professional development to empower social change advocates throughout the world. The initial results show best-in-class results. The mid-line measurement resulted in:

- a 40 percent increase in their self-awareness,
- a 32 percent increase in physical thriving, and
- a 30 percent increase in social thriving

Moreover, 92% stated that the coaching made them more effective at work, and 99% rated their sessions as life-changing and amazing or good. The Net Promoter Score (NPS) for the Atlas Corps Virtual Leadership Institute reached 73, which is in the "world class" range of the metric. Participants learned how to reframe challenges as opportunities, failures as learnings, and how to use optimism to drive future-minded leadership. Additional session topics included communication, career development, career planning, stress management, and managing a career transition.

"The Virtual Leadership Institute has been a life changing experience for me," said Ibrahim Samuel Balami, who works with the International Rescue Committee to support families affected by Boko Haram in Northern Nigeria. "Starting from the calls, peer coaching, the BetterUp coaching sessions and meeting with other humanitarians, it has been remarkable. I love the work you do and am forever grateful to be part of this great family."

"We are thrilled to see these results because they indicate the power of investing in leader development, coaching and wellbeing support for those who are on the frontlines of serving others," said Bidjan Nashat, CEO of Atlas Corps. "We believe that the combination of individual

coaching and learning and growing together as a peer group makes a big difference in results.”

About Atlas Corps

Atlas Corps is a social enterprise that finds and grows leaders and strengthens organizations that make a difference for others. Atlas Corps core belief is that talent is distributed equally everywhere but opportunity is not yet and that organizations making a difference for people at home and abroad deserve access to the best global talent. Atlas Corps finds diverse global talent, develops leaders, and strengthens organizations through training and fellowship programs and an alumni community of skilled social change professionals. Since 2006, Atlas Corps has connected 1,700+ talented professionals from 117 countries with 400+ of mission driven organizations in the U.S. and delivered evidence-based virtual leadership development to hundreds of participants. Atlas Corps has been profiled as a “best practice” in international exchange by the Brookings Institution and featured in the Washington Post as a model social entrepreneurship program. To learn more, visit www.atlascorps.org

About BetterUp

Founded in 2013, BetterUp® is a human transformation company that drives peak performance in individuals and organizations, through unparalleled access to coaching, content and cutting edge AI technology. With nearly 3 million coaching sessions, BetterUp is the inventor of virtual coaching and the largest mental health and coaching startup in the world, with the world’s largest network of over 4,000 Coaches offering support in 64 languages across over 70 countries. Trusted by more than 600 organizations including NASA, Google, Snap Inc., Chipotle, Salesforce, Hilton, Warner Media and other leading Fortune 1,000 companies, BetterUp delivers on three key impact areas – Mental Fitness, career & leadership development, and social connection – inspiring people everywhere to live with greater clarity, purpose, and passion. BetterUp’s Science Board is composed of leading researchers in the fields of positive psychology and human performance including Martin Seligman, Adam Grant, Shawn Achor, and Quinetta Roberson. BetterUp is a member of the global Pledge 1% movement and is committed to donating 1% of its staff time, product, profit and equity to make a positive impact on the community. BetterUp is a Workday Design Badge recipient and has been recognized in the Inc. 5000, Fortune’s Great Places to Work, People Magazine’s Companies that Care, and Fast Company’s Best Workplaces for Innovators. To learn more, visit www.betterup.com.

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