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Positive impact of Executive Coaching and Leadership training for Uber and Amazon employees.

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In the challenging landscape of the tech industry, economic pressures often manifest as cost reduction strategies, resulting in layoffs, diminished employee morale, motivation, and job satisfaction, contributing to heightened stress levels. Victoria Feldman, an executive coach and a Learning and Development expert, undertook a 12-month period of providing executive coaching and leadership development training to +1000 leaders across diverse organizational levels at Uber (2018-2020) and Amazon (2021-present). The impact was measured through ongoing monthly surveys, anecdotal feedback from managers, 360 reviews, as well as examining human resource metrics like retention, performance data, and attrition rate. One of the findings shows that managers who participated in four or more coaching sessions over a 6-month period had an improvement in job satisfaction by an average of 10% in six months, compared to those managers within the same organization who experienced a -4% decrease for the same period. Manager satisfaction improved by 17% compared to the organization's average, which decreased during the same period. Data also shows that employees who participated in leadership training are linked to positive performance outcomes such as promotion or improvement in employee performance scores. These findings underscore the tangible benefits of executive coaching interventions and leadership development trainings in mitigating the adverse effects of economic challenges, fostering positive outcomes in job satisfaction and performance.

Biography

Victoria Feldman is an accomplished leader with a vast background in enhancing employee experience, driving performance excellence, promoting diversity and inclusion and fostering organizational and cultural transformation. Her successful initiatives led to remarkable improvements in efficiency and employee satisfaction for a variety of renowned tech companies such as Meta, PayPal, Visa, Rakuten, Amazon and Uber, as well as several Fortune 500 corporations. With a multicultural background and fluency in five languages, Victoria brings a unique perspective and global holistic, client-centric approach to her work. Her methods are centered on creating inclusive and culturally diverse learning environments that promote personal and professional growth, and foster a culture of continuous improvement. She currently serves as the Head of Learning and Development at Amazon, where she is responsible for creating and directing a strategic framework for training, career, and leadership development. Victoria has a Msc In Business Consulting from Paris Dauphine University, MA with Honors in International Business and Spanish from Edinburgh University and a Leadership and Life Coaching certification.

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