

Customized leadership  
training solution for  
women workforce:  
**Tenshey**



Vertical Market : **Executive coaching**

Consumer Segment : **Corporates, Students, Leaders**

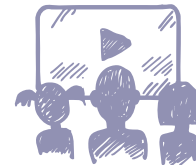
End-User Product : **Web application**

Technology Stack : **Angular 5, MySQL, NodeJs**

## Business Context

Tenshey is a start-up dedicated to advancing gender diversity through executive coaching, one female leader at a time. Tenshey provides customized executive coaching programs, driven by proprietary algorithm systems, to empower budding female leaders.

At the point of time Ionixx was approached by Tenshey for its business requirement, Tenshey was undergoing a major ramp up of its operations. Considering this, Ionixx had to pitch in extensively right from the stage of gathering requirements in order to build a seamless executive coaching platform that was characterized by a unique coach-coachee mapping system.



## Challenges

With the demand for need-based training increasing with every passing day, it is becoming more than significant to find efficient solutions to bridge the leadership skills gap that every other industry is facing today. In this context, it is rather sensible to develop a training solution that is tailored to fit bespoke needs rather than one that has very generic goals.



In order to develop an executive coaching system solution that scored high on optimized learning through automated workflows and one that leveraged various technologies to match coaches and coachees based on personality and other traits, Ionixx identified that there were distinct factors that needed to be considered while developing the coaching solution.

Getting involved right at the requirements gathering stage helped Ionixx understand that the core idea behind the executive coaching web application was to address the following challenges:

- ◆ Enable accelerated learning
- ◆ Rapidly track course progress through journal management



- ◆ Onboard both coaches and corporate learners seamlessly
- ◆ Personalize training based on individual learning objectives

- ◆ Automate workflows to map coaches with learners based on need-based parameters


## The Ionixx Approach

Through the course of gathering requirements until product delivery, Ionixx worked with Tenshey to singularly work toward fulfilling the objective of providing a seamless and holistic two-sided marketplace experience (training-cum-learning) for coaches and coachees alike.

- ◆ The solution developed by Ionixx for Tenshey has been equipped to handle efficient and appropriate mapping of coaches with coachees through a unique algorithm.
- ◆ A tailored journal management system allows coachees to track course progress and choose the right coach based on their specific learning objectives.
- ◆ Factoring in the mental models of users, the web application's user-centric design allows all user roles to experience seamless user journeys.

### The key Tenshey distinction





Our design and development teams worked in close collaboration with Tenshey's team to understand and internalize user pain points to create specific custom workflows for both individual-level and group-level coaching.


### **Efficient coach-coachee mapping through elastic search enabled by a unique algorithm**

Through a specific search-driven mechanism that enables full-text search and analytics.

Tenshey developed an algorithm to facilitate effective coach-coachee matching based on coaching topics/objectives, desired attributes on both sides, availability, pricing, geography/timezone, language, and so on.

### **User-centric design to enhance learning experiences**

Factoring in the mental models of users, Ionixx adopted a design-led approach to ensure a smooth and organic development process for Tenshey's training solution-to provide significant visibility into the product roadmap. By automating workflows for task optimization, we built an intuitive user experience for all end-users, resulting in a simplified and streamlined user experience across all user roles.



## Impact

Considering Tenshey was set up for a steep operational ramp-up, it was important for Ionixx to deliver a solution that not just sought to enhance user experience across all user roles but also enabled a seamless task-driven approach to learning and coaching. By designing and developing the executive coaching solution for Tenshey, Ionixx was able to deliver the following results:

- ◆ A streamlined learner management system that was driven by appropriate mapping of coaches and coachees
- ◆ A systematic and time-saving course progress tracker through efficient journal management
- ◆ A user-centric web application that catered to the needs of both coaches and coachees alike, thereby enabling a successful training solution for all the stakeholders involved



# Thanks !



For more information, please get in touch!  
[info@ionixxtech.com](mailto:info@ionixxtech.com) | [www.ionixxtech.com](http://www.ionixxtech.com)

India & Asia : +91 7397385403

USA & Canada : 18882027602

