

# SKYLINE G

Medidata a Fast-Growing Leader in Clinical Technology with Ambitious Revenue Goals Deploys C4X to Successfully – and Cost-Effectively – Build its Leadership Capabilities

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## CASE STUDY

### SITUATION

Medidata had been growing at 20% annually and had set a goal of reaching \$1 billion in revenue. However, prior to initiating its leadership development efforts, few of Medidata's leaders had significant experience managing a fast-growing company that targeting an ambitious revenue goal.

### SOLUTION

After evaluating several coaching options, Medidata's HR team, headed by former EVP of Human Resources Eileen Schloss, selected Skyline Group's first-of-its-kind technology-driven leadership development coaching solution: C4X | Coaching for Excellence.

Overall, Medidata reported a 99% satisfaction rating among the leaders who participated. In a post-program assessment, participants estimated that the leadership growth they experienced and applied in their jobs had been worth an average of \$432,000 per leader.

"The quality of the program is excellent, the tools are great, and the coaches are first-rate. C4X has enabled us to have more than 150 leaders coached in a cost-effective way at a cost-per leader far lower than traditional coaching. We've experienced a substantial return on investment by implementing C4X compared to what we have spent on it," concludes Schloss.

### BENEFITS & RESULTS

- Leveraging the unique scalability and cost effectiveness of C4X, more than 150 leaders were coached over an 18-month period.
- Medidata reported a 99% satisfaction rating among leaders who participated.
- In addition to the direct ROI, Medidata saw improved job satisfaction and retention among scores of leaders.

CASE STUDY SUBJECT:

 medidata

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Eilene Schloss,  
Former EVP of Human  
Resources,  
MEDIDATA