



Drive Mission Readiness with Coaching

Better one. Better all.

BetterUp

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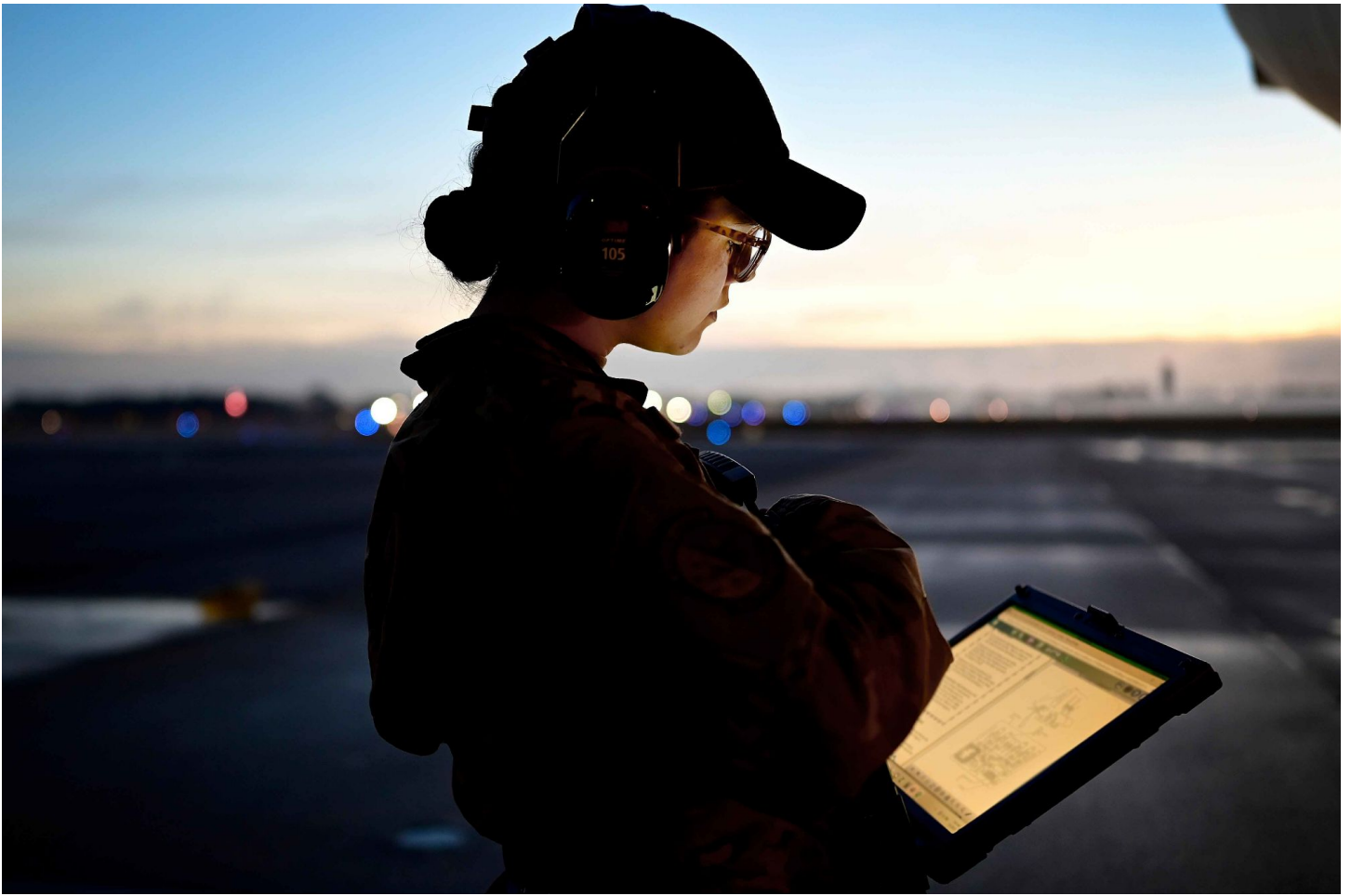
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The battles faced by the United States military today are asynchronous and unpredictable. Service members depend on robust mental strength to be mission ready. But many are under-equipped for their complex wartime jobs. Mission readiness is important across the Federal government, where readiness is an increasing priority for agency leaders. Delivering on critical missions today calls for an agile, adaptable manager cadre and workforce ready to perform at high levels as conditions change. And change again.

That's why BetterUp worked with 1,305 service members to examine the mindsets, skills, and behaviors that build mission readiness. Our research — the first to study the impact of virtual one-on-one coaching — show coaching to be an effective intervention for both individuals and units. The findings speak to the behaviors that drive preparedness, in the armed forces and beyond.



1 in 4



service members
are unprepared

In a survey conducted by the Department of Defense's Office of People Analytics, active duty service members reported that they and their units were unprepared to perform their wartime jobs.

A full **25%** said they weren't "mission ready." More troubling, **41%** said their units were unprepared.

Why do high levels of unpreparedness cause concern?

Readiness is critical in today's environment, where challenges arise and circumstances change at any moment. Personnel must possess the agility to follow orders immediately, to communicate swiftly, and to problem solve instantaneously.

What improves mission readiness?

Unpreparedness creates risk.

How can agencies get their workforce and leaders ready for the next big challenge?

In our study, we asked:

- *How does coaching affect mission readiness?*
- *Which mindsets, skills, and behaviors drive readiness?*
- *What impact does improved readiness create?*

The power of coaching

BetterUp’s study shows virtual one-on-one coaching improves individual and collective unit mission readiness.

After completing four months of one-on-one virtual coaching with BetterUp:

+13% more Airmen & Guardians feel prepared to carry out their wartime mission (78-88%)

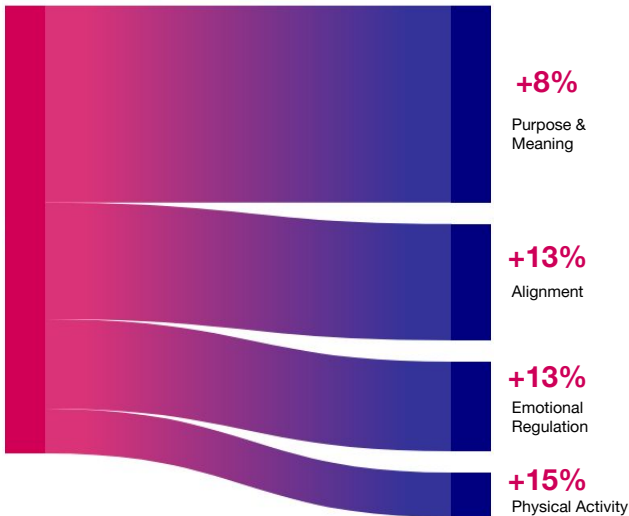
+17% more agree their units are well prepared to carry out their wartime jobs (72-84%).

Purpose and meaning propel mission readiness

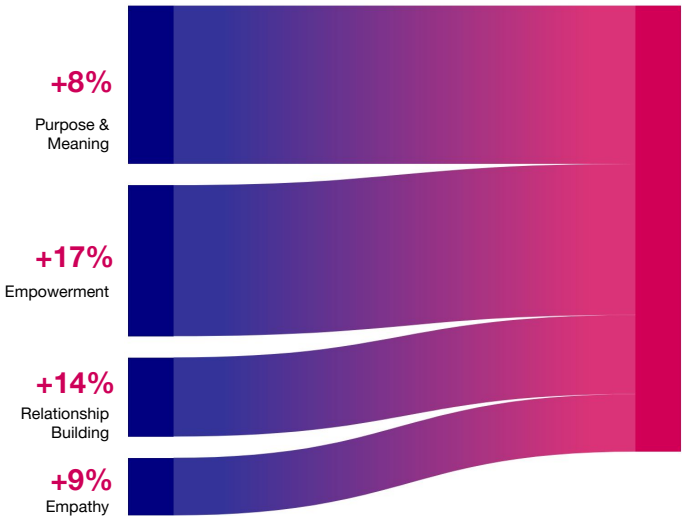
Study participants completed BetterUp’s evidence-based cognitive reframing. With a coach, participants changed the way they perceived challenges, prompting them to see obstacles as opportunities.

Evidence-based coaching interventions helped Airmen & Guardians develop mindsets, skills, and behaviors that our analysis reveals as drivers of readiness. Among individuals, purpose and meaning, alignment, and emotional regulation are the biggest factors. Unit readiness is driven chiefly by purpose and meaning, empowerment, and relationship building.

Mindsets, skills, & behaviors that led to improved **individual** readiness



Mindsets, skills, & behaviors that led to improved **unit** readiness



Coaching helps retain Airmen and Guardians who are ready and resilient

+15%

More
Resilient

Normalized dataset score:
50 → **58**
Pre-post BetterUp

+13%

Better Prepared
for their Wartime Jobs¹

78% → **88% agree**

+6%

More Committed to their
Military Career²

82% → **87% agree**

For more information please visit:
members.betterup.com/government

Contact us:
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BetterUp

“

BetterUp coaching provided me with a highly effective reflection space through repeatable touch-points, which helped me explore factors impacting my personal and professional life. My coach helped me learn about and practice/implement improvement in several areas including self-compassion and work-life balance. My family and I have noticed a reduction in negative thoughts, an improved attitude, and increase in quantity and quality of family interactions.”

– U.S. Air Force Member

“Since starting my BetterUp journey with [Name redacted] as my personal coach, my perspective on coaching has changed from skepticism to a true believer in the benefits of having a coach. [Coach] has helped guide me to understand my true strengths and lean in on them while also understanding my weaknesses and how to manage through them.”

– U.S. Air Force Member