



About Tides Foundation

Founded in 1976, Tides is a philanthropic partner and nonprofit accelerator dedicated to building a world of shared prosperity and social justice. In 2021, Tides claimed \$1.7B in assets under management and made thousands of grants totaling \$638M. Beneficiaries of these grants include organizations advancing change-making work around racial equity, voter turnout, climate change, human rights, education, and economic empowerment.

“With a)plan’s support we were able to develop our first Diversity, Equity and Inclusion (DEI) action plan. a)plan was very helpful in our cultural transformation.”

– Erwin Lee Acox, Director of Justice, Equity, Diversity & Inclusion at Tides



About the Engagement

For Tides, the desired outcome of coaching was a cultural transformation. Over the span of two years, we successfully achieved that outcome using nearly every a)plan service. Today, we are proud to continue partnering with Tides.

a)plan Services Used:

- One-on-One Coaching
- Team Coaching
- Training
- 360 Degree Reviews

Engagement Summary

Tides first hired a)plan for One-on-One Coaching combined with Team Coaching for its executives. As part of this work, a)plan helped facilitate the development of the company's core values and the creation of its People and Culture Task Force. Following the initial success of the program, Tides extended One-on-One Coaching to manager-level employees, Team Coaching and a series of trainings for all employees, with topics including Goal Setting, Managing Ambiguity, and Giving & Receiving Feedback. One year into our engagement, Tides also hired a)plan to conduct 360 Degree Reviews for its executives to supplement their coaching.

Tides Foundation’s ROI

Through periodic client surveys taken as recently as early 2022, Tides employees and managers reported highly positive feedback, helping the nonprofit better understand the return of its ongoing coaching investment.

Worthwhile Investment
100%

reported that “coaching with a)plan was a good investment of my time and energy.”

Personal Growth
100%

reported that “my coach was a trusted and valuable partner in my growth.”

Improved Performance
93.3%

reported that “through working with a coach, I have improved my performance.”

Reduced Turnover
35% → ~0%

Tides credits a)plan with its incredible reduction in employee turnover – from 35% to nearly 0%.