



Global Technology Manufacturer Helps Women Thrive with the Engagement & Retention Power of Aurora

Proactive Steps to Retain Women

At a time when 1 in 4 women are considering leaving the workforce due to Covid, a global tech manufacturer wanted to make sure its women felt supported, especially highly valuable employees who also represent a more at-risk population for leaving.

The Solution: Innovative Employee Engagement

The firm took action by selecting the [Aurora digital platform from reachHIRE](#) to ensure talented women receive the community they need and reinforce that the company is invested in their long-term success.

Fast and Seamless Deployment

Designed as a scalable, virtual platform, Aurora provides a team-based approach to building community and engagement while helping companies improve retention. Once the first team of women was selected, the Aurora program was up and running in seven days.

“When you’re reading sobering statistics, it’s a crucial reminder to ask how you can ensure your company culture is best supporting inclusion and fostering development for high potential yet at-risk talent pools.”

- Talent Development Partner and Head of Diversity & Inclusion

Powerful Results

Within six short months, the company managers noticed improved leadership skills and stronger resilience from employees in the Aurora program, leading them to expand Aurora's footprint within the organization.

What People Are Saying About Aurora

Company Management

"reachHIRE's Aurora platform has been a great way to establish a network of similarly minded women who can help each other grow and find support when needed."

- VP, Talent

"If you are looking for an opportunity to provide your younger women with a community and a stronger sense of belonging, I recommend you connect with reachHIRE."

- VP, Talent Development

"We are impressed with the impact Aurora has had on building the community, confidence, and careers of our women."

- Talent Development Partner & Head of D&I

Program Participants

"It made me better understand how to tackle various challenges and experiences we face regularly at work, and how to have the right mindset to learn and grow from them."

- Aurora Participant

"The Aurora program showed me that I'm not alone. I noticed myself being more confident and proving my impact more after the program."

- Aurora Participant

"I've been able to create meaningful relationships with co-workers which has been extremely valuable during the COVID pandemic."

- Aurora Participant

Key Statistics

90%

of women said being a part of the Aurora program made them feel more committed to their company

100%

of women noted their company was "making their development a priority" by providing the opportunity to participate in the Aurora program

100%

of women said their confidence improved, with a 34% average overall increase in confidence in just six months

100%

of women said their leadership skills improved

100%

of women said they could apply what they learned in the Aurora program to their work

90%

of women said they would recommend Aurora to a colleague or friend