


Case Study: Leading Results UK Partners with Napster to Scale Coaching



Leading Results, a consultancy specializing in leadership and management, partnered with Napster to make coaching more accessible, affordable, and impactful. Working with Cooper Parry, a fast-growing accountancy firm that values coaching as part of its culture, the collaboration proves how AI can scale leadership development like never before.

The Challenge:

Scaling Coaching to All Levels

For years, coaching has been one of the most effective ways to develop leaders. But traditional coaching is costly, time-bound, and often limited to senior executives. Leading Results saw a challenge: how could they make high-quality coaching available to employees at every level, without compromising on integrity or impact?

Anita Douglas, co-CEO of Leading Results UK, explains, “The biggest challenge is scaling coaching in organizations. Traditionally, it’s one-to-one, mostly for senior executives, not widely available. As a coach, I might meet someone monthly- but what about the moments in between, when support is needed right here, right now? That’s where AI complements human coaching, acting less as ‘AI coaching’ and more as a performance partner, accessible 24/7, beyond diaries and schedules.”

The Solution:

AI Coaches Powered by Napster



Leading Results was looking to empower Cooper Parry to scale coaching without losing their disruptive culture. In partnership with Napster, they created AI-powered coaches that deliver on-demand support anytime, anywhere.

“Our vibe is more like a tech startup- casual, bold, strength-based,” says Claire Davis, head of performance, growth & excellence. “So, the fact that we could bespoke the coaches to really reflect our values and culture was critical. Sarah Holland, lead coach, adds:

“That’s what we loved about Napster. It wasn’t an off-the-shelf product; we could train it with everything about Cooper Parry: our vision, values, and how we work, so it really feels like it belongs to us.”

Impact:

Shaping Tomorrow’s Workforce

For Leading Results, this is just the beginning of a new era in leadership development. By combining Napster’s AI capabilities with their own deep expertise in leadership, they are setting new standards for accessibility, innovation, and impact. Anita Douglas, co-CEO of Leading Results UK, also shares:

“We’re a people business, and the people at Napster are fantastic to work with. They are accommodating, adaptable, and agile. Their technology is sophisticated and versatile. Not only can it be used for AI coaching, but also for creating AI mentors that carry organizational knowledge.”