



# Democratizing leadership coaching.

Coaching for Excellence (C4X) platform from Skyline Group transforms the delivery of executive and management performance coaching with Adobe ColdFusion.

## SKYLINE G

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*Milo Sindell, President of C4X Product Development, Skyline Group, Inc.*

### SOLUTION

Adobe ColdFusion Enterprise

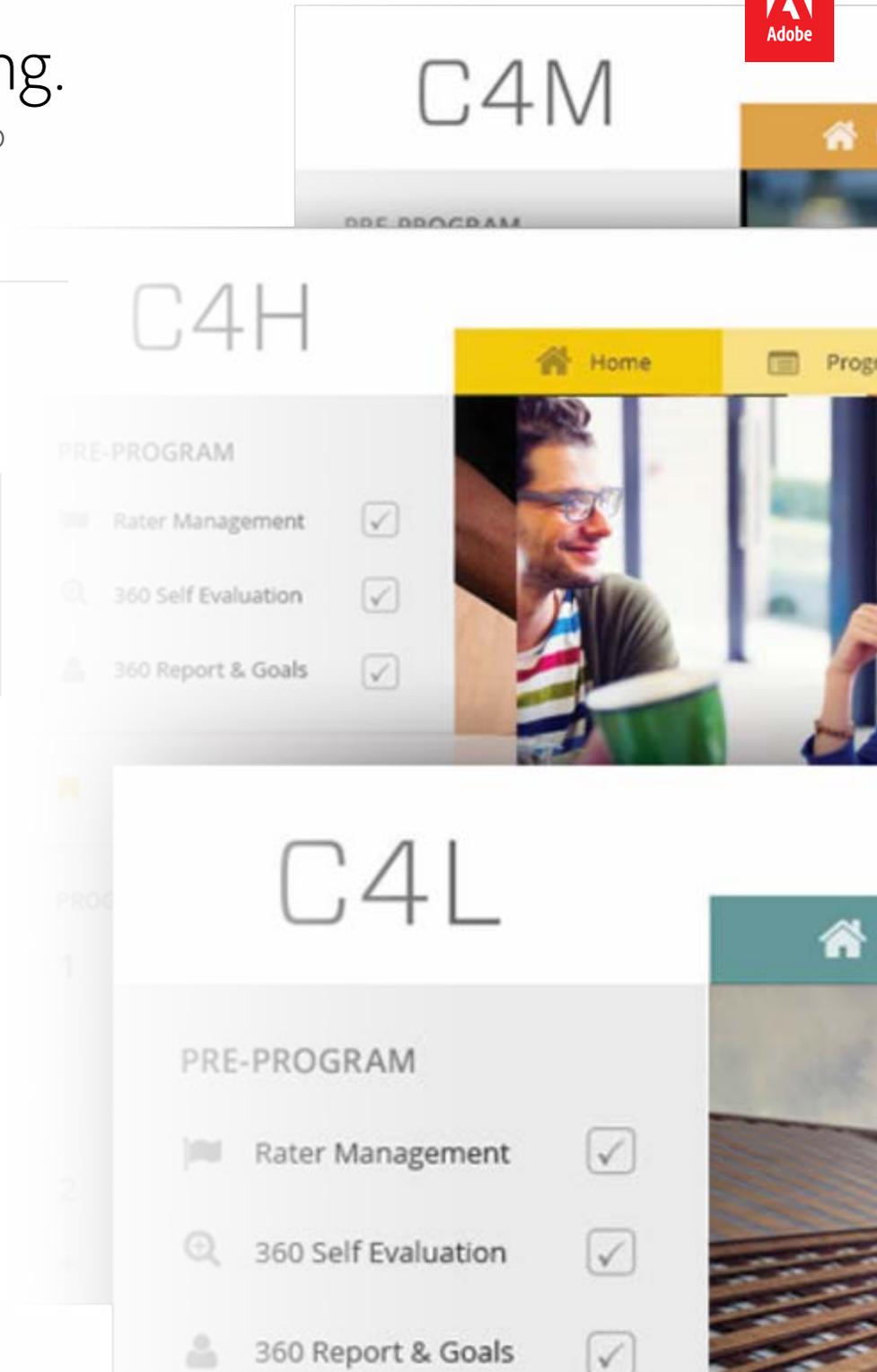
### RESULTS

**12**  
WEEKS From whiteboard to **CONCEPT**

**➤** Platform **COMBINES** multiple coaching systems

**🕒** Supports **REAL-TIME** monitoring and feedback

**↕** **EXPANDS** customers' options for coaching



## Skyline Group International, Inc.

Established in 1996

Professional Coaches: 197

Web Developers: Less than 10

Redwood City, California

<https://skylineg.com>

### CHALLENGES

- Reducing coaching costs while expanding the number of potential users
- Creating a flexible and scalable leadership coaching platform
- Continually and quickly evolving a product that is stable and easy-to-use

“Skyline built the C4X platform with Adobe ColdFusion to help put continuous leadership development within reach of employees throughout organizations.”

*Stacy Shamberger, Executive Vice President of People and Revenue, Skyline Group, Inc.*

## Professional development for all

Historically, businesses provided leadership coaching and development only to people at the highest levels of the org chart. Cost is a major factor; average coaching rates exceed \$30,000 per leader. At the same time, studies show that coaching lower-level employees helps reduce problems such as ineffective management, employee disengagement, and worker turnover.

Skyline Group International, Inc., is closing this gap through technology. The company helps clients, including LinkedIn, Stanford University, Intel, and Sephora, transform executive effectiveness, change how employees experience their work, and increase overall company performance. To accomplish this, Skyline takes tried-and-true coaching methods it built over more than 20 years and makes them more scalable and affordable.

Skyline's Coaching for Excellence (C4X) platform, built with Adobe ColdFusion Enterprise, effectively extends the personalized impact of one-to-one coaching through anytime/anywhere online access. The platform flexibly combines assessment, content, metrics, and coach management systems.

“Skyline built the C4X platform with Adobe ColdFusion to help put continuous leadership development within reach of employees throughout organizations,” says Stacy Shamberger, Executive Vice President of People and Revenue at Skyline Group, Inc. “It lets customers develop leaders consistently and systematically for a fraction of the cost of traditional coaching.”

### “Battle-tested” technology

When Skyline began evaluating advanced development platforms approximately four years ago, the lead programmer wanted rapid programming capabilities, enterprise security, and “battle-tested” technology. Adobe ColdFusion met all three criteria for quickly condensing complex logic into fewer lines of secure code. Once Skyline selected ColdFusion as the platform for C4X, the project team developed 50 pages of feature-set and database schematics before writing any code.

“From a single set of schematics, the first C4X application was deployed within 12 weeks using Adobe ColdFusion,” says Milo Sindell, President of C4X Product Development at Skyline Group, Inc. “It's now grown to four products with dozens of features, multiple administration areas, reporting capabilities, and a user interface that continually evolves with client needs.”

The four C4X products are: Coaching for Leadership (C4L); Coaching for Management (C4M); Coaching for High Potentials (C4H); and Coaching for Women (C4W). Before taking a program, participants complete an online 360-degree assessment. Each program is a 16-week process of online meetings with coaches and independent study using C4X online resources including videos, white papers, and articles. HR managers can monitor progress via C4X's real-time dashboard, which provides team progress reports, drill-down data, and graphic views.

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*Milo Sindell, President of C4X Product Development, Skyline Group, Inc.*

## SOLUTION AT A GLANCE

Adobe ColdFusion Enterprise

The complete C4X implementation uses ColdFusion components within a standard programming model-view-controller structure that doesn't require external frameworks. Skyline developers also integrated ColdFusion with external services such as SendGrid for email, Okta for single sign-on authentication, and Java-based libraries. C4X uses the built-in PDF rendering engine and custom fonts in ColdFusion for generating visually appealing reports.

“A small team of developers completed all of our rapid development with Adobe ColdFusion,” says Sindell. “This team continues to develop and support the C4X product's technical maintenance for Skyline in addition to our customer support team. It's a proud achievement for our company.”

## Platform performance and company growth

Skyline developed its original 360-degree survey tool with an old Java-based scripting program, but developers realized they couldn't use that program to create a complete learning platform like C4X. Adobe ColdFusion, on the other hand, supports ongoing development of seamless C4X experiences for companies, coaches, participants, and evaluators, while it supports other business functions for Skyline.

“Adobe ColdFusion allows Skyline to scale C4X more effectively. As a result, we can run multiple clients with hundreds of concurrent leaders running multiple groups and multiple products,” Sindell says. “In fact, the C4X suite, ancillary products, and Skyline's brochure sites all run on Adobe ColdFusion.”

The company's web host, Full City Media, handles performance monitoring and doesn't foresee any immediate need to add more instances of ColdFusion. Meanwhile, easy integrations—such as those with Adobe Photoshop CC and Adobe Illustrator CC, and with supporting systems including Sublime Text, CodeKit, and Dash—enable Skyline to enhance C4X capabilities.

Skyline continues its partnership with Adobe because ColdFusion continually evolves and adapts to changing application patterns and architectures. In addition to the rich application programming interface (API) and support for multiple programming styles, ColdFusion has expanded mobile application development support by adding back-end development capabilities.

Mobile capabilities are the latest enhancement to C4X. The ColdFusion Mobile Platform provides a server and development infrastructure that facilitates rapid and robust mobile application development, debugging, packaging, and deployment. The new mobility allows clients, leaders, coaches, and HR managers to access all C4X functionality from any device.

“Skyline is continually evolving C4X to meet the needs of our customers,” says Shamberger. “We see Adobe ColdFusion supporting that growth for years to come.”

### For more information

[www.adobe.com/products/coldfusion-family.html](http://www.adobe.com/products/coldfusion-family.html)



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