



How Fictiv is Growing its Leaders of Tomorrow with Lingo Live

fictiv

The Company

Fictiv is a revolutionary, on-demand parts manufacturer based in San Francisco that specializes in 3D printing, CNC, injection molding, and more. Fictiv is democratizing access to manufacturing, transforming how hardware teams design, develop and deliver physical products. Its virtual manufacturing platform pairs intelligent workflow and collaboration software with Fictiv's global network of highly vetted manufacturers. From prototype to production, they help hardware teams work efficiently and bring products to market faster.



The Challenge

It's been a great couple years for Fictiv. They've been adding clients at breakneck pace and hiring staff to keep up in their hyper-growth phase. Now, if you ask any founder if that's a problem they'd like to have and chances are they'd say yes. But it really can be a challenge. When a team doubles or triples in size, it can be hard to maintain the culture that made that team so successful in the first place. Internal development can fall by the wayside when you're trying to meet demand and continue growing quickly and efficiently.





Fictiv understood this challenge early. They wanted to invest in professional development and their highest performers. They wanted to grow the company while maintaining the integrity of their mission and their values. And they needed to do this while juggling the unique dynamics of a scaling startup. That meant tapping the emerging leaders from their team, giving them the mentorship and coaching they needed to succeed, and keeping their culture top notch. They turned to Lingo Live to make it happen.



The Solution

Lingo Live believes deeply in the value of communication. The Lingo Leaders solution, specifically, is all about giving new managers and emerging leaders the tools they need to lead with clarity and authenticity. It's about skills-based coaching that really resonates in leaders' day-to-day work. It was a perfect match for Fictiv's needs: developing their next generation of leaders while continuing to grow and flourish in a competitive manufacturing ecosystem.

By and large, Fictiv's learners were great individual contributors who helped build Fictiv's culture and success but ones without copious management experience. They needed a little help with some of the discrete skills necessary to lead their teams and Lingo Leaders was a perfect fit. It works like this: each learner meets with their personal coach, decides which area they'd like to focus on, and then get to work. Fictiv's new leaders wanted to get better at things like advocating for themselves and their teams, developing the ability to have difficult conversations at work, and balancing their time between being a maker and a manager. After meeting with their coaches for 45 minutes, once or twice a week, literally every Fictiv worker (100%) found they were learning things that directly helped them in their day-to-day jobs.

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Adeeti Katti,
Lingo Leader learner at Fictiv

“The Lingo Live sessions have truly been transformative,” said Adeeti Katti, a Lingo Leader learner at Fictiv. “Prior to working with my coach, I saw my work as precise deliverables (with a little bit of human nuance!) that mapped up to strategy. Now I see how complicated a lot of these things are and that the human part (emotions, self-improvement, self-love, etc.) are a huge part of professional success. I’ve got this amazing space to work on myself, specifically when it relates to work which not only makes me a better human but a better teammate & leader. I can’t tell you how grateful I am for this program.”

Stories like Adeeti’s are exactly what Lingo Leaders is all about. Leadership is nuanced and it’s personal. There’s no one right way to lead, no silver bullet advice that solves things for everyone. It’s why personal coaching works. It helps uncover the right style for each learner and gives leaders like Adeeti the freedom to focus on the areas that resonate most with them. And with action steps for learners to take and consistent coaching sessions, learners sharpen their skills as they grow into the leaders their company needs.

By the numbers:



4.86 out of 5
Coach satisfaction



4.5 out of 5
Lesson Satisfaction

100%

of respondents
apply what they’ve
learned to their jobs



The Future

As Fictiv continues to grow and delight their customers, they're going to ramp up their use of Lingo Leaders as well. The learners like Adeeti will continue growing into Fictiv's next generation of leaders all while Fictiv shows their employees that they're serious and committed to developing their talent. Those emerging leaders will help keep Fictiv's culture healthy and vibrant, taking on more responsibility and building out a toolbox of leadership skills that will help them in their careers. Meanwhile, Fictiv retains and invests in its brightest talent, the exact sort of people they need to welcome in the next group of hires at their hyper-growth startup.

Contact us to learn more about Lingo Live
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