

Transforming Employee Development at Muck Rack

How Muck Rack Implemented SkillCycle's Talent Development Platform for fostering employee growth

**MUCK
RACK**

Muck Rack is a Public Relations Management (PRM) platform that enables organizations to build relationships with the media, manage crisis risk, and demonstrate PR's impact on business outcomes.

SkillCycle played a pivotal role in transforming Muck Rack's approach to employee development. In this case study, we explore the journey of Muck Rack's HR team, led by Erica Raphael, and two employees, Sean and Odlenika, who participated in SkillCycle's coaching program.

We wanted to explore ways to give employees one-on-one attention to deal with the issues and opportunities in front of them and to help them grow professionally to advance their careers.



Erica Raphael
VP of People at Muck Rack



> The Challenge

Muck Rack faced the challenge of nurturing talent development and supporting its employees' growth within a rapidly evolving industry. The company's goal was to provide one-on-one professional coaching to empower employees, create a culture of continuous learning, and ensure that individuals at all stages of their careers received personalized support.

> The Approach

Erica Raphael, VP of People at Muck Rack, identified the challenge of providing personalized and effective development opportunities for its employees. With a diverse workforce encompassing different roles, departments, and levels of experience, they needed a flexible solution that could cater to various needs.

SkillCycle was a promising platform to meet Muck Rack's needs for flexible and customized coaching. Erica carefully selected participants from different backgrounds, roles, and experience levels to ensure a well-rounded program.

> The Products & Solutions

SkillCycle's tailored approach and customization options aligned with Muck Rack's need for a flexible coaching solution that could cater to specific subsets of their employee population within budget constraints. The implementation and onboarding were efficient and seamless, ensuring a smooth transition into the coaching program for employees.

> The Results & Conclusion

Leadership Development



Sean, Manager, Media Research, who was a new people manager, gained valuable insights and skills to navigate his managerial responsibilities effectively. This not only benefited him but also positively impacted his direct reports.

Growth & Development

Employees like Sean and Odlenika reported significant personal and professional growth through their coaching experiences.

Retention & Career Advancement

By offering coaching, Muck Rack demonstrated its commitment to employee growth and development. This approach contributed to higher employee retention and even led to promotions within the organization.

Flexibility & Scalability

SkillCycle's platform allowed Muck Rack to tailor coaching programs to specific employee groups and their unique needs. This flexibility made it easier to manage the program within their budget.

Odlenika, Talent Operations Specialist, appreciated the safe and open space created by SkillCycle coaches, allowing them to address various aspects of their careers and personal development.



Cultivating a Growth Culture

SkillCycle helped Muck Rack foster a culture of continuous learning and professional development. Employees felt empowered to discuss their challenges and goals openly, knowing they had access to valuable coaching resources.

Partnering with SkillCycle catalyzed positive change at Muck Rack, offering personalized development, fostering growth, and empowering employees. Muck Rack demonstrated its commitment to employee growth and created a culture of learning and development. Odlenika and Sean's success stories highlight the impact of strategic coaching and talent development as Muck Rack continues to invest in HR tech solutions for long-term success and growth.