



# A Global Strategy for Engagement & Retention with Keep Company

## A CASE STUDY

### The Challenge

Aware of the changing landscape of employee needs and eager to continue being a premier destination for top talent, a global law firm client sought new solutions. The firm saw that burnout and attrition were especially acute among parents and caregivers—a critical group for retention—yet the challenge extended across its global workforce. Women in leadership, new associates, and business professionals alike needed stronger relationships within the firm, and more support to stay engaged through both career and care transitions.

The firm needed a global solution that could start with one high-need group and quickly scale to address the needs of every segment, from caregiving to career transitions to onboarding into the firm.

### The Solution

Keep Company's partnership with this global firm began with a pilot of women partners who all raved about the impact of the group program. Participants reported stronger feelings of belonging, well-being, and career confidence.

#### Global Law Firm

**2,900**  
EMPLOYEES

A premier international law firm with nearly 3,000 employees, this firm has over a dozen offices across three continents. In addition to a robust offering of benefits and resources, this firm is ranked in the top ten in representation of women in the equity partnership.

#### PILOT PARTICIPANTS REPORTED:

Feeling more belonging and connection, critical in combatting burnout

**95%**

Taking better care of themselves

**89%**

Listening and communicating more effectively

**83%**

“This was one of the best experiences of my personal and professional life.”

FIRM PARTNER, KEEP COMPANY PARTICIPANT

## From Pilot Success to Global Expansion

Building on the initial success, the firm expanded deliberately but quickly. The firm made Keep Company group coaching programs available to all attorneys, then business professionals. Within two years, Keep Company was powering human connection across regional caregiver networks, global attorney and business professional cohorts, and even for those on parental leave. Most recently, the firm added group support for incoming associates, extending Keep Company across the full employee lifecycle, including firm alumni.

What began in 2021 as a pilot of 23 attorney mothers grew step-by-step into a global program serving more than 350 employees across the firm's global footprint. The staged expansion proved that once impact was demonstrated, Keep Company could scale rapidly across functions, geographies, and seniority levels.

## Measurable Impact

At each stage, the program outcomes data showed measurable benefits. 95% of members report feeling more connected to others, a critical buffer against burnout. 89% say they were taking better care of themselves, reflecting lasting behavior change in how employees manage stress. Attrition risk was slashed, with members showing a 3x lower likelihood of leaving than the industry average.

Importantly, adoption wasn't limited to junior associates. Roughly one-third of participants are partners or counsel. With such senior participation, Keep Company's programming became a leadership signal that thriving at the firm means balancing professional performance with personal sustainability.

"The program has been transformative in a myriad of ways. It is wonderful to see the friendships that have taken root across departments, countries and time zones. The coaching gives our employees the agency to better integrate their professional and personal lives. This, in turn, promotes a deepened sense of belonging."

FIRM LEADER OF ATTORNEY WOMEN'S INITIATIVES

**350+**

Firm attorneys and business professionals engaged

**95%**

Greater connection and belonging

**3X**

Lower likelihood of leaving than the industry average

**25%**

Of participants at firm are partners

**By following a phased expansion strategy, the firm demonstrates how one program can grow into a global, multi-function solution that scales in reach, and impact.**

## Why Keep Company



### Platform + Full-service programming

to build connection and engagement across the full employee lifecycle.



### Scalable Infrastructure:

so programs run seamlessly across offices and cohorts.



### Intelligent Matching:

ensures groups and mentors stick.



### Loved by leaders and members alike:

87% of groups continue meeting even after their program ends.



### Proven results:

lower attrition, stronger belonging, higher readiness.



### KEEP COMPANY IS THE PLATFORM FOR MEANINGFUL CONNECTION AT WORK

Launch, scale and measure coaching and mentoring programs that drive meaningful employee engagement and performance, at every employee milestone.

**87%**

of our groups keep meeting after the program ends

**CONTACT US** to request a demo or learn more.  
**HELLO@KEEP-COMPANY.COM**