

Hone

Developing High-Potential Employees into High-Impact Leaders

YEAR FOUNDED

2013

HEADQUARTERS

Decorah, Iowa

NUMBER OF EMPLOYEES

500+

PARTNERSHIP EST.

August 2025

HONE PROGRAM

Membership, Private

Tactacam partnered with Hone to develop high-potential leaders for their next level of responsibility. Together, we launched a development program that helped leaders build foundational skills, strengthen self-awareness, and outperform broader company engagement benchmarks.

Tactacam partnered with Hone to launch a Leadership Accelerator program for high-potential managers and directors across the organization.

As a fast-growing outdoor technology company, Tactacam had built a strong culture by promoting from within. But as the company continued to scale, its HR team saw an opportunity to give leaders more structured support as they stepped into bigger leadership roles.

Together, Tactacam and Hone designed a development experience that combined DiSC assessments, live cohort-based workshops, executive discussions, and 1:1 coaching.

The program helped Tactacam:

- Build foundational leadership skills for high-potential managers and directors.
- Create a shared leadership language across teams.
- Provide highly personalized development through 1:1 coaching and DiSC-informed learning.
- Drive strong engagement, with participants outperforming broader company benchmarks in engagement and eNPS.

4.8/5

Average class rating

237

Learning Hours



The Company

Tactacam is a fast-growing outdoor technology company serving more than 1.5 million customers worldwide. Since 2013, the company has redefined the cellular camera market by combining product innovation, app development, and advanced cellular technology to help customers capture and stay connected to outdoor experiences.

As the organization has grown, Tactacam has remained deeply committed to developing talent from within. Many employees have advanced from frontline roles into leadership positions across the company, helping build a strong internal culture and deep institutional knowledge.



The Challenge

Tactacam's promote-from-within culture had created a strong pipeline of motivated, committed leaders. But as the company continued to scale, Tactacam's HR team recognized that the skills that made employees successful as individual contributors were not always the same skills they needed to lead others effectively, creating a skills gap for their leadership bench.

The team saw a few key opportunities:

- **Build foundational leadership skills for homegrown leaders.** Many managers had strong company knowledge and functional expertise, but had not yet received formal development in core leadership skills like communication, feedback, and coaching.
- **Prepare rising talent for future leadership roles.** As Tactacam continued to grow, high-potential employees needed more intentional development to help them step confidently into bigger roles.
- **Create more personalized development for senior leaders.** The HR team wanted a high-impact experience that could meet leaders where they were and support more individualized growth.

Tactacam needed a development partner who could help them create a leadership experience that felt practical, personal, and aligned to the company's culture.



The Solution

Tactacam partnered with Hone to launch a Leadership Accelerator program for 15 high-potential managers and directors.

The program was designed as a continuous learning journey that helped leaders build self-awareness, strengthen foundational leadership skills, and reflect on what it means to lead at Tactacam.

The experience included:

DiSC Assessments

The program began with a DiSC assessment, helping participants better understand their strengths, communication styles, and areas for growth.

Those insights became a foundation for the full learning experience. Coaches were able to use each participant's DiSC results to tailor discussions, coaching, and reflection, making the program feel highly personalized.

Live, Expert-Led Workshops & Executive Discussions

Participants joined a series of monthly live workshops and executive discussions led by Hone coaches. These sessions gave leaders dedicated time to learn, discuss, and practice the skills they needed to lead more effectively.

Rather than generic, unengaging training, the experiences created space for participants to connect with peers, reflect on real workplace challenges, and build a shared understanding of leadership at Tactacam.

1:1 Coaching

To round out the experience, participants received personalized 1:1 coaching. Because participants worked with the same Hone coach across multiple sessions, they were able to build rapport and dive deeper into their individual development goals.

The coaching gave leaders a confidential space to reflect, ask questions, and apply what they were learning to their own leadership challenges.

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A few factors helped make the program hugely successful:

- Executive buy-in from day one. Tactacam's CEO championed the program, informally rallying participants before it even launched.
- Intentional design. Katey Ross, EVP of People & Culture at Tactacam, and the Hone team worked together to align learning themes across every program element.
- Accountability built in. Participants and their managers signed a commitment to the program upfront.
- Coaching that felt personal. Because participants worked with the same Hone coach across all six sessions, they built genuine rapport over time. The DISC results were shared with coaches ahead of sessions, making the experience feel tailored rather than generic. Plus, 1:1 coaching was tailored to the individual.



Conclusion

Tactacam's leaders showed up engaged and ready to learn, and the impact showed across Hone's program data and Tactacam's company-wide engagement results.

They're blowing the rest of the managers out of the water on their [engagement] scores.

— Katey Ross, *Chief Human Resources Officer*

The Leadership Accelerator helped Tactacam:

- Drive stronger engagement among participating leaders. Cohort participants scored 90 in overall engagement, compared to the company average of 88.
- Outperform company-wide eNPS benchmarks. Participants scored 80 in eNPS, compared to the company average of 65.
- Accelerate eNPS improvement. The cohort achieved a 16-point eNPS gain since the start of the program six months prior, more than double the company-wide rate of improvement.
- Deliver a learning experience that leaders loved. Participants gave the program a 4.8/5 average class rating and a +57 NPS, compared to Hone's benchmark of +43.

Our survey results were the best we've ever had.

— Katey Ross, *Chief Human Resources Officer*

For Tactacam, the Leadership Accelerator helped turn a strong culture of internal promotion into a more structured, scalable approach to leadership development. By combining live learning, 1:1 coaching, and DiSC assessments, Tactacam gave its high-potential leaders the tools, confidence, and support to grow into high-impact leaders.

ABOUT HONE

Hone's people development platform blends AI-powered and live, expert-led learning to drive measurable upskilling. With the largest content library of its kind, covering use cases like manager training, leadership acceleration, and AI transformation, HR and learning leaders can scale highly engaging experiences for any audience. Our AI-driven platform and human-led classes personalize every session, track behavior change in real time, and showcase real ROI.

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