

## SolutionSpark and BranchWater Consulting Collaborate to Redefine How Companies Build and Retain Leaders

*A CHRO-led advisory collaborates with a proven talent-systems partner to give People leaders a peer in the room and an execution engine behind them.*

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At a moment when retention metrics look stable but engagement is quietly eroding, **SolutionSpark** and **BranchWater Consulting** today announced a strategic affiliation. The joint effort is designed to extend reach and to employ BranchWater's Week Minded tools to help CHROs, Heads of Talent, and Heads of L&D turn their leadership challenges into a measurable competitive advantage.

The affiliation enables **Rod Branch**, a seasoned CHRO with multi-industry operating experience and founder of BranchWater Consulting, to collaborate with **Pete Sackleh** and **Alan Brush** of [SolutionSpark](#), whose talent-investment work has powered learning, retention, and performance systems at organizations including: USAA, D&B/Main Event, Wingstop, National Life Insurance, Mac Haik Enterprises, Solventum (spinoff of 3M), Singer Industrial.

Most firms deliver programs. A few deliver counsel. Almost none deliver both inside the same engagement — and that's precisely the gap the SolutionSpark and BranchWater affiliation was built to close.

Combined capabilities include:

- **CHRO coaching** from Rod Branch — resource identification regarding culture, leadership bench, and talent strategy, and may include delivery of timely Week Minded-branded seminars and keynotes, grounded in decades of CHRO operating experience across energy, insurance, construction services, and consulting.
- **Talent system design and delivery** from SolutionSpark — retention, learning, performance, and experience systems built around how your organization actually works.
- **Board-ready talent narratives** — translating People initiatives into the language CEOs, CFOs, and boards expect to hear.
- **Leadership development that sticks** — combining Rod's Week Minded - A Leadership Experience and companion program, Week Minded - A Leadership System, alongside SolutionSpark's custom program design and measurement to close the classic transfer-of-training gap.

### Why It Matters

- **83% of organizations** struggle to develop leaders at all levels
- Yet companies with strong leadership development are **2.3x more likely to outperform their peers** (Culture Partners, 2026)
- This is resulting in **25% better business outcomes** and **70% performance improvement** among coached managers (Exec Learn, 2025; Research.com, 2026)

People leaders are being asked to do more, prove more, and deliver it faster — often without a partner who can build the systems the strategy requires. The SolutionSpark and BranchWater partnership was built to close that gap.

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