



Case Study: Medical / Pharmaceutical

CLIENT PROFILE:

Large Medical / Pharmaceutical Company

INDUSTRY:

Medical / Pharmaceutical

LOCATION:

Various, throughout the U.S.

TEAM TYPE:

Virtual

TEAM SIZE:

10

SITUATION:

- > Concerns about many organizational changes happening at once and the combined, new team's future
- > Fear of the unknown
- > Holding onto past grievances and assumptions due to miscommunication
- > Communication challenges with team members in various locations
- > Lack of clarity about direction
- > Decreased trust and respect among team members of new, combined team
- > Pressure on new team to be successful and demonstrate value

Business Improvements

▲ **+34% Productivity**

▲ **+52% Positivity**

SYNOPSIS:

Due to a reorganization, two teams merged into one. The new team wanted to create a solid foundation for working together, as well as resolve some old issues related to the reorganization and two previously separate teams.

Team members recognized their diversity of experience and commitment to success but lacked clarity about who they were and how to come together as a new, combined team. They were grappling with how things used to be, and transitioning to how things need to be in the future. They needed to work through some of the old "stuff" to move forward.

Through the process of revealing how the team saw its strengths and challenges, and through coaching the team to build team competencies, the team shifted from ambiguity and concern about change, to an aligned team who was extremely supportive of each other while making progress on their goals.

SPECIFIC BEHAVIOR CHANGE:

- > Trusting each other's positive intent instead of making assumptions
- > Taking time to learn from each other and share subject matter knowledge
- > Helping each other and working to build relationships in difficult times

APPROACH:

- > The program ran from May 2010 through October 2010.
- > Pre- and post-program measure was the **Team Diagnostic™** and the 14 factors of Productivity and Positivity.
- > Baseline results were revealed, followed by four consecutive monthly team coaching sessions during which a few team members transitioned on and off the team.
- > Progress was revealed in a final session.

RESULTS THE TEAM REPORTED:

- > We now respect each other, trust each other and communicate well.
- > We're now excited about "what's next" and no longer afraid of what might happen.
- > We now see wins for the whole team and are being recognized for our successes.
- > Greater alignment has happened over time with greater transparency.
- > We've created a team culture where we can always count on each other.

Highlights

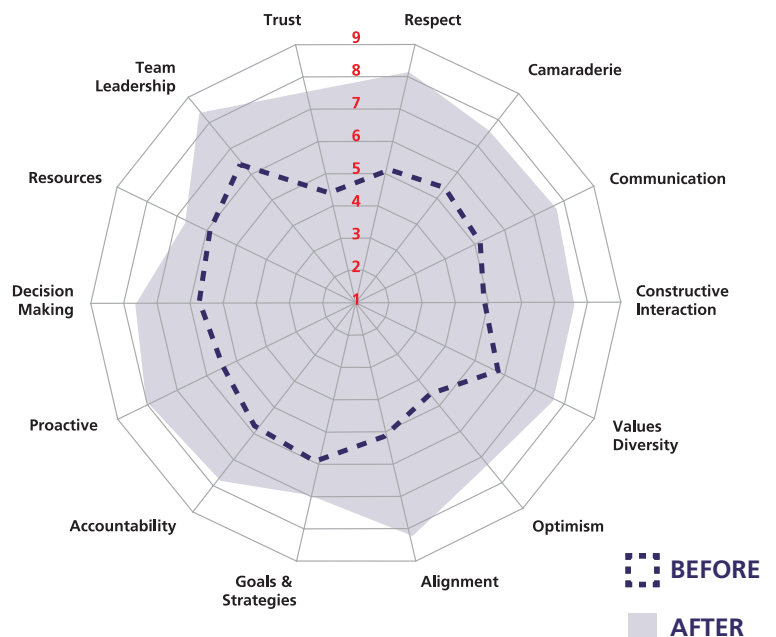
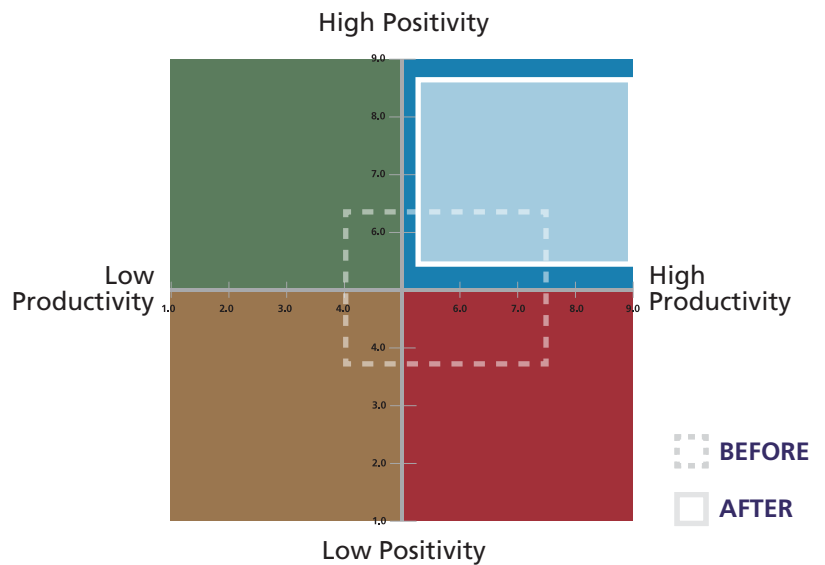
+34% Productivity

+52% Positivity

Alignment +62%
 Proactive +49%
 Accountability +34%

Trust +73%
 Respect & Optimism +59%
 Constructive Interaction +55%

Before / After Benchmarks



For more information on achieving an **average 20% improvement** in Productivity & Positivity conditions using the Team Diagnostic™ please contact us at:



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