

## Case Study: Retail

### CLIENT PROFILE:

National Food Retailer

### INDUSTRY:

Retail

### LOCATION:

California, and various U.S. locations

### TEAM TYPE:

Management

### TEAM SIZE:

15

---

### SITUATION:

- > Some resentment of the change in store management
- > Lack of trust
- > Very low communication with very little feedback
- > Inability to engage in constructive conflict
- > Toxic communication such as gossip, defensiveness and stonewalling
- > Lack of follow through and mediocre sense of accomplishment
- > High turnover
- > Inconsistent performance standards and measurement

### Business Improvements

▲ **+43% Productivity**

▲ **+40% Positivity**

**Double-digit increase in sales!**

### SYNOPSIS:

A new Store Leader came onto a situation where a team wasn't working together. The team was cautious about supporting new leadership, and knew they needed help with learning to trust and in changing their culture. They wanted to pull together, move in the same direction and implement higher and more consistent standards.

Team members were hard working, but they lacked unity and accountability around shared goals. There were also toxic communication patterns that prevented a healthy and fully productive environment. They needed to improve communication in order to move forward as a team.

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 "silos" to being more open, aligned and supportive while making progress on their goals.

### SPECIFIC BEHAVIOR CHANGE:

- > Speak more honestly and openly
- > More open to considering other views
- > Less defensive to receiving feedback
- > Efficient effective decision-making
- > Full discussion of issues with adequate input from various team members

**APPROACH:**

- > The program ran from September 2009 through March 2011.
- > Pre- and post-program measure was the **Team Diagnostic™** and the 14 factors of Productivity and Positivity.
- > Baseline results were followed by a series of team coaching sessions.

**RESULTS THE TEAM REPORTED:**

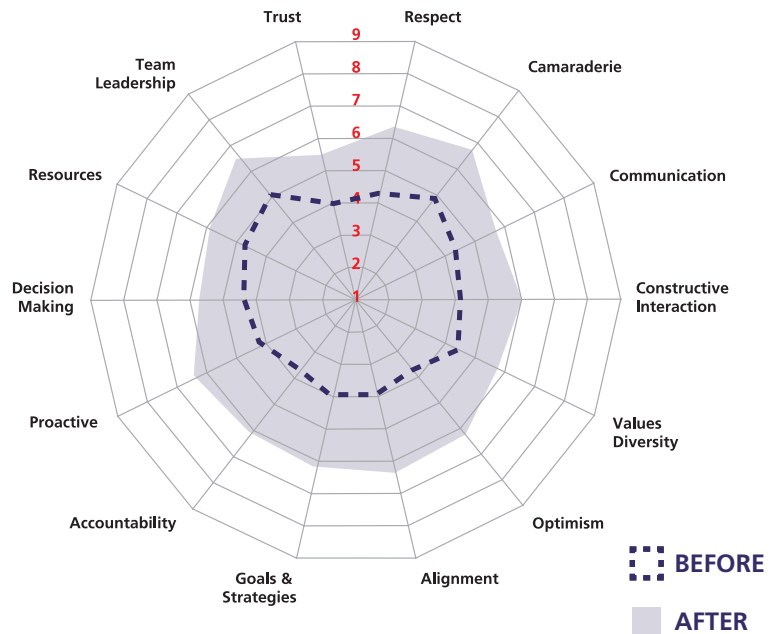
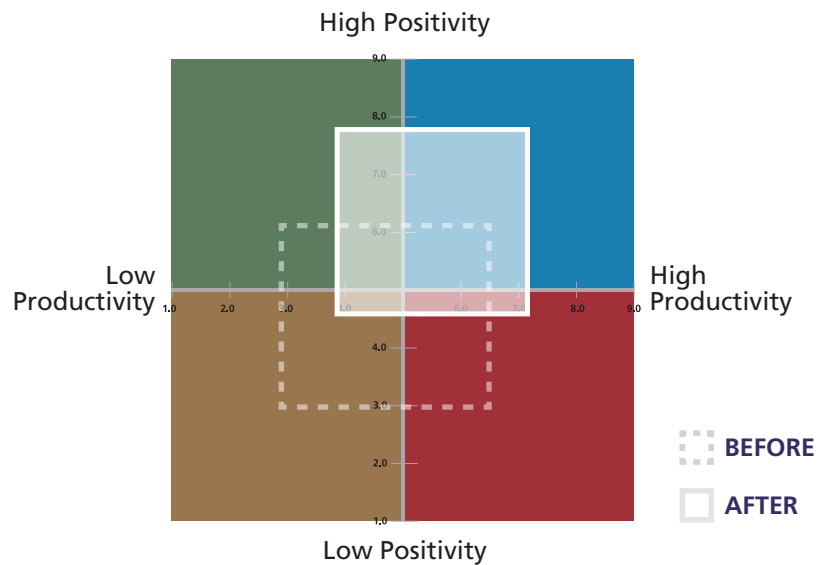
- > This process has taught our team to work together. We are open to ideas and everyone contributes. We get more done and we genuinely like each other.
- > Trust has improved immensely; we have each other's backs and are on the same team
- > We are able to create a great working relationship based on trust, respect, ownership, commitment to excellence and overall team work.
- > We can now focus our collective efforts and talents toward a common goal.

***The store also experienced upwards of a double-digit increase in sales!***

**Highlights**

**+43% Productivity**      **+40% Positivity**  
 Accountability +58%      Optimism +63%  
 Alignment +58%      Constructive Interaction +46%  
 Goals & Strategies +53%      Respect +45%

**Before / After Benchmarks**



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



**Toll-Free: 800-655-3202**

[info@TeamCoachingInternational.com](mailto:info@TeamCoachingInternational.com)  
[www.TeamCoachingInternational.com](http://www.TeamCoachingInternational.com)