laying the foundation

our perspective

Building strong relationships between team members is essential for effective teamwork. It is upon this foundation that a team develops a shared purpose to which each member is truly committed, and it is this focus that unites them to overcome the challenges they face. How the team operates and learns to leverage the individual strengths is their formula for success and with practice becomes the fabric that binds the team together.

"The way a team plays as a whole determines it's success. You may have the greatest bunch of individual stars in the world, but if they don't play together the club won't be worth a dime" Babe Ruth

In March 2010 Devote was asked by the Household Cleaning, Consumer Market Insight Team to design and deliver a team intervention.

It was to be the first time the Global Team were to meet face to face having expanded significantly in both size and business scope and with a new leader at the helm it felt like the perfect time to come together review performance and plan for the future.

1 diagnostics

With the addition of some new members of staff as well as a history of working virtually the workshop provided an ideal opportunity for the team members to connect to one another. To aid them in this process Devote introduced the team to a profiling tool (Team Management Systems) that specifically looks at how individuals prefer to work and when used in a team construct enables the group to learn how their collective preferences shapes the work that they deliver and where their attention may be focused. The profiles were all completed in advance of the workshop and a full individual / team analysis was conducted.

2 feedback

With the expanding scope of the team and a challenging set of business objectives, the leader felt the time was right to gain some external perspective on how the team was operating and delivering within the business. Devote therefore designed and delivered a comprehensive stakeholder feedback process that involved 1;1 interviews with twelve senior stakeholders from across the Household Cleaning Business. And within the Consumer Market Insight Function. After the stakeholder interviews were completed a detailed report was generated and the feedback was synthesised into presentation

3 briefing

This was an important opportunity for the new team leader to establish his leadership and set out his vision for the future. Devote therefore worked closely with the Team Leader in the preparation for the event, ensuring that the workshop design delivered against his leadership objectives.

Through a series of preparation meetings and workshop briefings Devote partnered the leader on a 1:1 basis to help support where required. This enabled the leader to focus time on the necessary preparation and crystallise his thinking so that he was fully prepared for the session and able to confidently deliver his vision to the team.

4 workshop

Devote designed the event to meet the specific needs of the team/business. The 3 day workshop was held in Italy and focused on 3 core themes:

- Our Ambition
- Our Team
- Our Contribution

The seventeen participants worked together through a series of interactive exercises and team challenges to review, reflect and re-focus their energies behind the plans that they built and in doing so generated clarity on their individual and collective delivery whilst investing in building their relationships.

the results

The workshop generated a huge amount of positive feedback from the participants. The team put in place a number of activities and initiatives that have been well received by their internal customers and have drawn upon the experience in enhancing their virtual network. Feedback from the event included:

"Thank you - some of the activities the team had done and some of the outcomes and things put in place as a result are absolutely fantastic. Credit to you for your role in helping them all to take this big leap forwards together - it is really exciting to witness." Senior Stakeholder, Unilever