

CASE STUDY

TEAM ADVANTAGE ENABLES COHESION AND AGILITY



SITUATION

A data storage company had completed their first year of operation as an affiliate of an international conglomerate. They operate in a market of well-established competitors and had experienced a disappointing year of revenue generation. The leadership team was looking for a sustainable way to accelerate development of the company by creating a more cohesive and agile business operation, one that could adjust rapidly to dynamics in the market.

SOLUTION

The company contracted with Pyramid Resource Group to conduct a Team Advantage program for the organization's management team. The Team Advantage is a 4-month team coaching program that incorporates elements of a game and scoring to foster a competitive spirit. It includes:

- Executive coaching for the team leader;
- A two-day offsite kickoff meeting to establish a plan;
- Creation of a team charter; and
- 12 conference calls facilitated by a coach to insure accountability and execution of the team plan.

The management team identified three strategic drivers that made up their plan:

1. Improve organizational communication.
2. Fine tune their approach to the marketplace.
3. Align their business processes.

RESULTS

The company leaders embraced Team Advantage from the very beginning and created an ambitious plan that established a wide range of goals. Team members took immediate responsibility for executing the game plan and kept each other engaged in the process.

Significant progress was made by the team in all three areas of the plan:

1. A noticeable improvement in communication was observed throughout the organization. Communication channels were established and team members kept each other accountable to efficiently communicate. This enabled managers to focus on their primary areas of responsibility and streamlined problem solving, leading to a more productive workplace.
2. The leadership team defined their mission statement and core messaging and rolled this out to the organization. Messaging was also developed for all of their key products and services allowing for better presentation of their products and services to customers.

“The meaningful communication we developed during Team Advantage will sustain us as we continue to build a high performing team.”

3. Internal processes for forecasting, quoting bids and invoicing were improved which made the organization much more efficient. A new hire orientation plan was developed to accelerate the impact of new members of the organization. These process improvements streamlined operations in key areas of the company.
4. The leadership team improved their delegation skills, became more aware of each other’s strengths, and became a more cohesive unit.

“Simply put, we got a lot done. Team Advantage helped us focus on the things that were most important in maturing our leadership team and setting a foundation for bigger accomplishments to come.”



**To learn more about how
Team Advantage can be used in
your organization, contact
Team Advantage at
919-677-9300.**