CASE STUDY

Creating Effective Teamwork

SITUATION

Senior management had a communication crisis on their hands as a result of fragmented leadership in middle management. Meetings were long, frequent and unproductive. Without a primary focus, employees could not be effectively engaged in collaborative participation, leading to confusion and low morale throughout the company.

THE WEINSTEIN FACTOR APPROACH

The change agent coached the primary leader to connect with senior management in a meaningful manner. Empowered by clear leadership, management could then develop teams with a unified identity and purpose. Feedback systems were created which established clear communication channels for employees to converse with management.

A defining moment emerged; the entire group experienced a shift in their collective identity, leading to a boost in effectiveness. The Weinstein factor's unique approach of bringing people and process together created this defining moment for the company in under a year.

WEINSTEIN FACTOR RESULTS

Within 5 months:

- 85% of mid-level management improved in
  - Clarity
  - Commitment
  - Participation
  - Practices
  - Power
  - Capabilities
  - Impact
  - Team Development
- 250% change from 'needs improvement' to 'high performers' category
- Out of seven categories, mid-level managers improved in every category, with three categories moving to 'high performing'
  - Team Impact
  - Team Practices
  - Team Commitment