



Case Study

Leaders & Teams at Their Best: Fashion Designer

Result: Focused specific interventions for developing leadership skills and interpersonal communication that resulted in a highly cohesive team where team members were tapped for individual expertise and skill enhancement, and micro management was significantly reduced. Increased effectiveness with managerial interventions created a department that was seen as a model for change throughout the company. Newly designed pieces brought in upwards of 500% above anticipated sales forecast.

Situation: Highly successful Fashion Designer hired to improve results of a particular line within a multi-billion dollar Fortune 500 company. Existing teams were unmotivated, lacked brand and company loyalty, and were uncertain of their changing target customer.

Objectives & Action: Provided assessments and external coaching with Designer to bring her onboard and effectively infuse into the corporate culture and structure. Worked with Designer to create systems and effective flow of communications amongst design teams, production teams, and merchandising teams. Developed ongoing strategies for effective team motivation and ownership of product.



Case Study

Knowing What You Do Best: How Not to Dampen Creativity

Result: Utilizing the team's unique skills improved management and communication between the departments, while focusing on the needs of the creative executive enabled a culture where pressure to perform in an undesirable role was impeding creative performance and management of the entire creative team. Creative team cohesiveness continued to improve, which provided a natural process for identifying candidates and planning for succession in a variety of positions.

Situation: Senior level entertainment industry executive was being pressured by corporate offices to increase attendance at more corporate meetings, show more attention to corporate structure and company goals increase efforts at succession planning within the department. The executive was highly regarded for enormous success and leadership in his genre and had a different approach to success strategies, in comparison to the corporate office.

Objectives & Action: At the basis of our success and the success of our clients is the fundamental notion that we are all masters at unique and individual skill sets. Thus, instead of looking to change the behavior or ideas of either the creative or corporate office, we looked to enhance the communication by creating a new position in the creative department. Working with the existing team and through the use of assessments, we identified key personality factors in current employees that would relate well with both the corporate and creative teams. We created an action plan and communication system where one member of the creative team would serve as the liaison with the corporate team and attend all meetings, communicating back to the creative team on a scheduled basis.



Case Study

Why Teams Fail: The Case of the 'Abrasive' Executive

Result: The 'trickle down' effect of a cohesive executive team was resounding. Corporate culture improved, with greater turnout at networking and leadership development seminars and activities. Innovation and creativity improved with an increase in attention to production and business success. Newly acquired interpersonal communication skills of Executive Team affected ways in which all employees communicated with one another. Overall, employee engagement and output was greatly improved.

Situation: Senior level executive in the entertainment industry with excellent track record of business results and productivity, but with a resentful and unmotivated team. Prior results of a 360 feedback assessment indicated growing tension within the department. Additionally, existing team's absenteeism and presenteeism was a growing concern for CEO and arguably affecting other senior executives, their teams, and overall corporate culture.

Objectives & Action: We were certain that despite reports of positive business results, this executive's behavior and communication style was having a negative effect on overall productivity in the company and was impeding progress and further business success. We provided personality assessments to all members of the Executive Team and through both team building meetings as well as Executive Coaching, developed the senior team's unique skills at effectively managing their departments, while focusing on the collective efforts of the Executive Team and business results of a cohesive Executive Team.



Case Study

An Artist Develops a Brand: Jewelry Designer

Result: Successfully hired a team of professionals with specific skill set to attain company goals. Ongoing development of management and interpersonal communication skills of company executive enabled the business to grow and establish its brand in the market. Reorganization and hiring resulted in a highly cohesive development team where members effectively work together on business strategy and execution.

Situation: Successful Jewelry Designer looking to improve results of brand and marketing strategy. While products were commercially successful, the corporate strategy for customer loyalty lacked development and expertise.

Objectives & Action: Provided assessments and external coaching with designer to assess corporate goals and skill set required to successfully execute a brand and marketing strategy. Effectively evaluated potential for business development and hiring strategy to bring brand to a new level. Conducted assessments and hiring for new positions and developed ongoing strategies for effective team communication, team motivation and ownership of brand.