

Team Diagnostic™ Assessment

Case Study: Retail

SYNOPSIS:

A **new Store Leader** came onto a **team that wasn't working as a team**. The team was cautious about supporting new leadership, and knew they **needed help with learning to trust and change their culture**. They wanted to pull together 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 changes include:

- 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

Overall Improvements

Productivity +43%

Positivity +40%

Double digit increase in sales

CLIENT PROFILE:

Whole Foods Market

INDUSTRY:

Retail

LOCATION:

San Ramon, CA, and various USA locations

TEAM TYPE:

Management; store leaders

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 turn over
- > Inconsistent performance standards and measurement

Team Diagnostic™ Assessment Retail Case Study, *continued*

APPROACH:

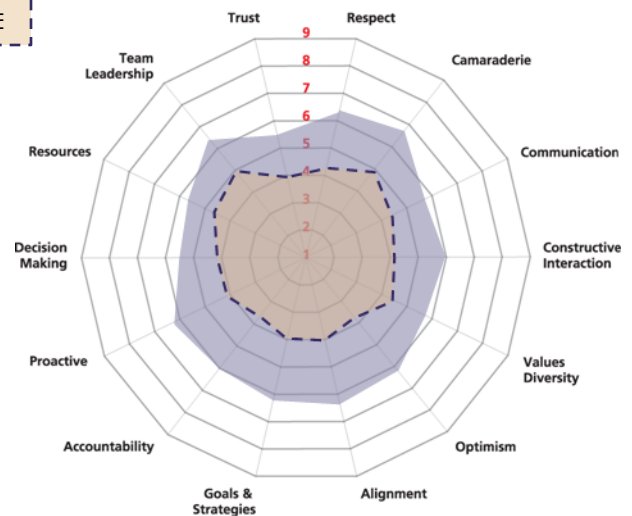
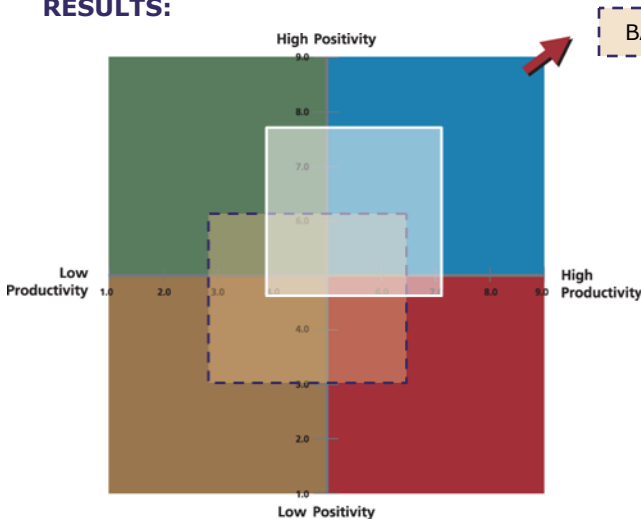
- > The program went from 9/09 – 5/10.
- > Pre- and Post-program measures were:
 - The Team Diagnostic™
 - Sales figures
- > Baseline results were followed by a series of team coaching and training sessions.

TESTIMONIAL:

The leadership team at Whole Foods Market San Ramon has been working with **Corinne McElroy and Edge Of Change** for approximately 1 year and a half. I have to say that before this engagement the team was very fractured, untrusting, cautious, and very dysfunctional. After our engagement with Corinne McElroy we were able to create a great working relationship based on, trust, respect, ownership, commitment to excellence and overall team work. This was important to us so that we could focus our collective efforts and talent towards a common goal.

Pedro Fonseca, Store Manager

RESULTS:



HIGHLIGHTS

Productivity +43%
 Accountability +58%
 Alignment +58%
 Goals & Strategies +53%

Positivity +40%
 Optimism +63%
 Constructive Interaction +46%
 Respect +45%

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

COACHING TEAM:

- > Corinne McElroy, CPCC, ORSC, Leadership Relationship Coach
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