



Improving Communication through the HBDI and Team Building

Challenge: A re-organization and downsizing brought two separate engineering teams together. This group supports multiple products and each engineer supports a particular product. These engineers primarily work independently on their own product and don't interface with each other on a regular basis. This is a two-in-the box structure whereby two leaders, with very different communication and management styles, are now leading one combined team.

Desired Outcome: The managers wanted to seamlessly bring the two teams together and promote further interaction, knowledge transfer and communication of best practices.

Solution: To facilitate team communications, help grow familiarity on the team and fast track team synergies, Shelley Hammell of Sage Alliance, Inc. offered the following solution leveraging three strategies:

1. One-day team building session featuring the HBDI (Herman Brain Dominance Instrument) assessment which focuses on practical ways to leverage differences in individual thinking and communication styles.
2. One-on-one interviews of each team member prior to the one-day team building session to understand the team dynamics and identify areas that were working well on the team and areas for improvement. The findings were consolidated into common themes and used in a breakout session during the team building where the team was encouraged to provide recommendations and suggested courses of action.
3. A follow-on, one-on one coaching session with each team member and their managers to help internalize their HBDI results and customize an individual action plan.

Results: Each team member achieved greater self-awareness of their own strengths and gained an understanding of the differences between their communication style and approach and that of their teammates. By the end of the session, participants had improved communication and interaction through team exercises and had gotten to know each other at a greater level. Individuals created a personal action plan to foster further teaming and knowledge transfer beyond the team building workshop.

“Learning about HBDI has changed the way I understand myself and others. Unlike other models I've learned in the past, I find HBDI very easy to apply. During a conversation I can now quickly apply the model to the person I'm speaking with, and adapt my communication style to suit them. In this way we spend less time clarifying and more time achieving our goals together.”

Tamar Piehler

Cisco, Engineering Manager

About Us: *Shelley Hammell is president Sage Alliance, a leadership performance company that provides coaching, teambuilding and assessments, workshops and speaking on topics including; leadership development, empowering teams, communications, lasting impressions, personal branding and building a coaching culture for executives and high-potentials - for both team and individual leaders.*

Contact us today to discover how your organization can get the most through improved productivity, efficiency and direct impact to your bottom line. Visit us at www.thesagealliance.com. Or contact Shelley Hammell directly at shammell@thesagealliance.com.