

CATEGORIES: Leadership, Teamwork

TITLE: Your Fascinating Culture: Building Engaged Teams that Outperform

What if you had a tangible way to show every single member of your team how they can perform at a higher level? It comes down to helping your employees tap into their natural communication style. According to the Massachusetts Institute of Technology, "50% of the difference between low-performing and high-performing teams is the quality of communication." In Sally's decade of research, she found the best way to build a culture of involved and energized employees is to help them understand how they are seen at their best. Think of your team members. What is each person's most valuable quality? How could they communicate most effectively? How can you and your co-workers bring out the best of everyone's natural abilities?

The research shows engaged employees:

- Deliver a better customer experience
- Generate profits for the organization
- Have higher morale and are more motivated
- Are more loyal and committed to their company
- Have less conflicts with co-workers

Each of us already has built-in differentiators. They don't have to be brash and flamboyant. In fact, subtle personalities can often have the most distinguishing features. No matter what your natural approach, you must learn how it's being perceived by others. Great teams are built on differences, rather than similarities. Differences create diversity and make a company stronger as a whole. Diversity strengthens a team and makes it more multifaceted, as long as each person understands and develops his or her communication style. In her decade of research, Sally found that the best way to build a culture of involved and energized employees is to inspire them with a vibrant culture of optimism. Measure what people are already doing right, and they'll do more of it. Sally measures communication advantages within teams to uncover gems of potential. When team members are fascinated by their work-- in other words, when they are deeply engaged with their work, they feel differently and perform differently. They literally earn more, for themselves and their company.

LEARNING OBJECTIVES:

- * Identify the top two unique personality advantages and archetype for all team members
- * Measure the communication advantages within teams to raise performance
- * Build a team of differences that make the company stronger as a whole
- * Amplify what your team is already doing right and capitalize on your natural strengths
- * Correctly identify the right person or team for important projects

BEST AUDIENCES:

Executive Leadership, VPs, Managers, Business Owners, Human Resources