

# Success Stories: Team Optimization

## American Red Cross

Team of 40 | Non-profit | Remote across U.S.

This remote team prioritized both individual growth and team communication as it grew rapidly, focusing on the onboarding experience and off-site professional development workshops centered on strengths and teamwork. Outcomes included:

- Stronger Relationships:** An understanding of strengths, common language to use regarding individual ways of working, and sense of personal connection, for new and existing employees.
- Elevated Communication:** Individual “operating manuals” and custom leadership guide to understand how to leverage each employee’s impact factors, how to most effectively communicate with them, and what to expect from them.

## Calwis Company

Team of 9 Leaders | Manufacturing | Green Bay, WI

Calwis sought solutions to elevate communication, create trust, and value differences among members of its current leadership team.

- Confidence in Individual Contributions:** Facilitated team conversations and “Innerview” exercises helped to champion individuals for their ways of problem solving.
- Leadership Coaching:** Equipped with a mutual respect for each other’s strengths and abilities, in-between workshop 1:1s addressed relationship challenges and set a path forward for working together.

## Penfield Children’s Center

Company of 150+ | Health & Education | Milwaukee, WI

All employees at this values-centric child development organization got involved in an organization-wide initiative designed to maximize overall employee and company potential.

- Aligned Talent:** Intentional hiring, onboarding and ongoing leadership development created strong teams and jump-started relationships across roles including executive-level.
- Optimal Performance:** Individual coaching and custom tools for performance management led to clarity and accountability.