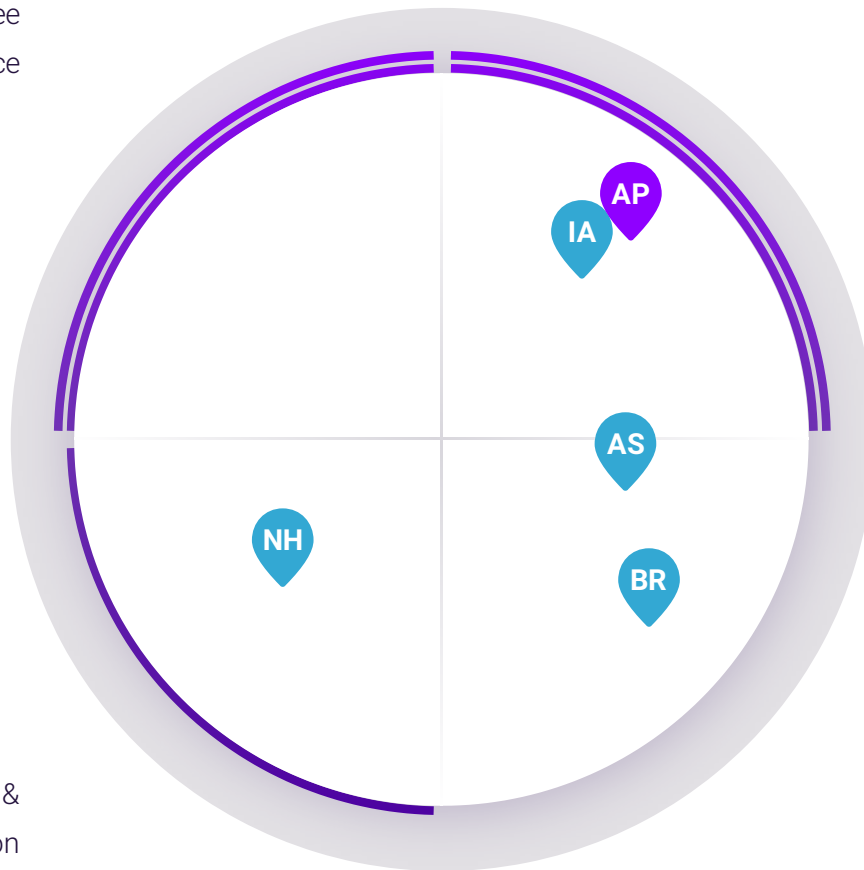


# Zoe Leadership Team

Teamwork &  
Employee  
Experience

Innovation &  
Agility



Process &  
Precision

Results &  
Discipline

## Team Members



Bonnie Rumsfield



Nolan Halliday



Irene Anderson



Amy Saunders



Alberto Parker



# You are a **Pathfinding Team**

**Fast-paced | Goal-oriented | Competitive**

Your team can be described as "relentless." Conflict is frequent, with each person championing their point of view. Fortunately, you see conflict as valuable—it forces you to challenge each other and think differently. You don't always take time to coordinate with one another before acting, and this can lead to poor cooperation. Team members share resources but may not stop to think what others actually need.

## **Strengths**

Your innovation and agility help you delight your customers with the newest and best products/services.

You're highly driven and proactive; you move quickly to get the job done.

Laser-focused on the market, you know how to delight customers while acquiring new ones.

## **Potential Blind Spots**

Frustration may arise between people who want to innovate without regard for efficiency and people who stress the importance of process and accuracy.

Miscommunication may happen as everyone rushes to work as fast as possible.

You may go back and forth on whether resources are best spent on creating new products or improving existing products and services.

# Team Recommendations

## **Communication:** Carve out time to connect

Your pace is fast so it can be hard to keep co-workers in the loop. But it's important to make sure the left hand knows what the right is doing. Regularly go through customer or market updates as a team. Where does a customer need an upsell compared to something brand new? Where can the two be combined?

## **Conflict Resolution:** Focus innovation efforts

Staying at the top of the market means being the best at what you do; it also means continually pushing the bar forward. As a result, there's little room for growing pains of new ideas, which may cause friction. Understand what your clients need most, and focus innovation there. Work together to prioritize new product features alongside brand new products.

## **Teamwork:** Improve cooperation

If your ambitious nature splits the team into smaller groups producing competing deliverables, you might have trouble cooperating—or sharing resources and information. Teammates should adopt a “winning together” mentality and proactively look for opportunities to help each other and coordinate efforts.



# You are pursuing a **Bolstering Strategy**

**Bolstering Strategies seek to innovate while also engaging and retaining employees.**

Organizations with this strategy prioritize both Exploring and Cultivating activities; they're in a transition period. They work to retain their top talent and create a sense of staff identity as they continue to experiment with a variety of market-focused innovations and new ventures. They define success both in terms of bringing unique products/services to market and maintaining high employee engagement.

## **Strengths**

Your team's drive for results will help ensure group decisions are resolved in a timely manner.

Treating mistakes as learning opportunities can provide paths for growth while fostering mentorship among employees.

Driven to innovate, your team can collaborate with key stakeholders within the company to create top-notch communication channels and programs aimed to support employees.

## **Potential Blind Spots**

Your team may need to remember to focus its energy on the people doing the work, rather than market needs.

Your team may struggle to balance decisions that should be made by group consensus with those better made by a lead decision maker.

Your team may struggle to promote stability and long-term affiliation, as it's naturally geared to look for the next great thing.

# Your Selected Objectives

## Teamwork & Employee Experience

Promote from within to foster a culture of engagement and professional development.

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Increase team cohesion in order to improve team-level outcomes.

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## Innovation & Agility

Foster and cultivate creativity or a new vision for the company.

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Determine how best to commercialize our new ideas or inventions.

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## Process & Precision

Increase reliability of production or services to help avoid costly disruptions or delays.

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# Recommendations

## To improve your team's work style

### Make group decisions

Bring together a small group of subject matter experts when key decisions (relevant to their workstreams) need to be made. Emphasize they must work together to arrive at a conclusion; one person's opinion won't drive the end result.

### Balance short- and long-term goals

Balance short-term goals with development plans that outline ideas for future progression. Immediate goals to get work to market fast are important, but so are long-term goals like sustained growth and development.

### Break down silos

Encourage everyone to frame success in terms of "we" instead of "me." As you transition toward a more employee-focused culture, prioritizing internal connections is a must—they may even become more important than external ones.

## To build a culture to reach your goals

### Evaluate your decision making

Revisit your decision making processes. Re-evaluate whether decisions must be made by one person or whether some projects should rely more heavily on team decision making.

### Reward employee and client loyalty

Develop a program that rewards employees and clients for long-term affiliation. Give employees an extra vacation day for every few years of tenure. Invite long-term clients to be early adopters of new products and services.

### Foster relationships

Strike a balance between external relationships and internal relationships. Get to know your colleagues and your customers as people by having conversations that extend beyond work.