

Dasha Randlett Consulting

Managing Mixed-Mindset Teams

When your team includes both creative visionaries and analytical thinkers, one leadership style won't cut it. This playbook offers strategies to lead effectively - without losing your team's trust, time, or momentum.



Tip 1: Acknowledge Different Working Styles

Creatives thrive in ambiguity and exploration. Analysts prefer structure, logic, and clear benchmarks.

Start by recognizing that what motivates and drives each group will differ - and that's a strength, not a conflict.



Tip 2: Tailor How You Communicate

Use vision, story, and open-ended thinking with creatives. Use specifics, logic, and timelines with analysts.

The message can be the same, but the delivery should meet people where they are.



Tip 3: Define Success from Multiple Angles

Don't assume alignment. Creatives may value originality or emotional impact. Analysts may focus on KPIs or efficiency.

Clarify outcomes early, and check in often to make sure those definitions still hold.



Tip 4: Create Flexible Frameworks

Analysts often want process and predictability. Creatives may resist rigid routines.

Offer structure that supports autonomy - clear expectations, timelines, and review points - without limiting how the work gets done.



Tip 5: Encourage Cross-Team Collaboration

Siloed teams stagnate. When creatives and analysts collaborate, they learn to problem-solve with fresh perspectives.

Run joint working sessions, retrospectives, or reviews that build empathy and shared ownership.



Tip 6: Customize Your Feedback Style

Direct feedback works for data-driven team members. Creatives may need more context and sensitivity.

Either way, make it clear, connected to the outcome, and framed in terms of what's working - and what could improve.



Tip 7: Switch Between Leadership Modes

One-size-fits-all leadership falls flat. Some situations call for hands-off coaching. Others require decisive direction.

Learn when to guide, when to observe, and when to co-create solutions with your team.



Tip 8: Keep Everyone Anchored in Purpose

When work gets messy or priorities shift, purpose provides focus.

Whether it's innovation, impact, or excellence - remind your team why the work matters and how each function contributes to the bigger picture.



Lead the Whole Team, Not Just Part of It

Great leadership balances creative freedom and analytical rigor. It adapts, listens, and builds bridges.

When you manage the full spectrum of skills and styles, you unlock better thinking - and better outcomes.

