

Team Behaviours Index (TBI) Consultant Sales FAQs

Practical answers to help consultants introduce and sell the Team Behaviours Index to clients

TBI helps teams understand what is happening, why it matters and what to do next.

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Frequently Asked Questions



Use these responses as a guide in client conversations. Adapt the language to the client context and keep the discussion focused on the team outcomes they want to achieve.

What is the Entrepleio TBI?

The Entrepleio Team Behaviours Index (TBI) is a team diagnostic and intervention system designed to improve team performance. It measures six behavioural drivers of effectiveness and links the results directly to practical development interventions, helping teams move from insight to action.

How is TBI different from other team assessments?

Most assessments stop at diagnosis. TBI goes further by recommending targeted interventions based on the team's results and providing ready-to-use workshop resources that help teams act on the findings.

What does TBI actually measure?

TBI measures six behavioural dimensions that influence team performance:

- Alignment
- Communication
- Trust & Safety
- Accountability
- Energy
- Collaboration

These behaviours influence how teams make decisions, solve problems, collaborate and deliver results.

Is TBI a personality assessment?

No. TBI does not measure personality, preferences or individual traits. It measures team behaviours and how people experience working together. The focus is on improving collective performance rather than categorising individuals.

Who is TBI designed for?

TBI can be used with:

- Leadership teams
- Executive teams
- Transformation programmes
- Project teams
- Departmental teams
- Newly formed teams
- Teams experiencing change or performance challenges

Typical use cases include leadership effectiveness, transformation alignment, post-restructure integration and team development.

What business problems does TBI help address?

TBI helps organisations understand and improve behavioural factors that often sit behind issues such as:

- Misalignment
- Poor communication
- Low trust

Frequently Asked Questions



- Slow decision-making
- Lack of accountability
- Team conflict
- Change resistance
- Leadership team dysfunction

How long does the assessment take?

The assessment is designed to be low-friction and completed quickly while still generating meaningful behavioural insights.

What do clients receive?

Clients typically receive:

- A team diagnostic report delivered via a consultant-led exploration session
- Behavioural insights across six dimensions
- Priority development areas
- Recommended interventions
- Targeted workshop and intervention materials delivered by a consultant
- A structured route from diagnosis to action supported by a consultant

How reliable are the recommendations?

Recommendations are mapped directly to specific behavioural patterns identified within the team's results. This removes much of the guesswork involved in selecting appropriate development activities.

What value does TBI provide for consultants?

TBI reduces the effort required to:

- Design diagnostics
- Build surveys
- Produce reports
- Create development interventions
- Develop workshop materials

This allows consultants to spend more time delivering value to clients and less time creating resources from scratch.

Will TBI replace my consulting approach?

No. TBI is designed to enhance your consulting practice, not replace it. It provides a structured framework, evidence base and resource library that consultants can apply using their own expertise, facilitation style and client knowledge.

Can the intervention materials be customised?

Yes. Workshop materials are editable and can be adapted to suit client needs, delivery style and branding requirements.

How quickly can an organisation start?

Most organisations begin with one or two pilot teams. This allows them to experience the process, demonstrate value and determine whether wider rollout is appropriate.

How do clients measure success?

Success measures vary by organisation but commonly include:

- Improved team alignment
- Better collaboration
- Increased trust
- Faster decision-making
- Clearer accountability
- Greater team engagement
- Improved leadership effectiveness

The TBI creates a clear baseline from which teams can track behavioural improvement.

Why shouldn't we just run a workshop?

Workshops are often based on assumptions about what a team needs. TBI provides evidence before intervention, helping organisations focus effort on the behaviours most likely to improve performance rather than relying on generic team-building activities.

What is the strongest reason to choose TBI?

Most tools help teams understand what is happening.

TBI helps teams understand what is happening, why it matters, and what to do next.

The combination of behavioural calibration, targeted intervention recommendations and ready-to-use development resources creates a practical route from insight to improved team performance.

Consultant Closing Question

Rather than ending with “Would you like to buy TBI?”, ask:

“If you could identify the behavioural factors helping or hindering team performance and immediately access proven interventions to address them, how valuable would that be for your organisation?”

This keeps the conversation focused on the client’s outcomes rather than the product itself.