

# TEAM EFFECTIVENESS

## PURPOSE

Our consulting services drive performance improvement at the group level via team effectiveness facilitation.

## PROCESS

- Conduct a diagnosis of team effectiveness via interviews and/or surveys.
- Design a team effectiveness meeting based on the diagnostic results and consultation with team leadership.
- Facilitate an interactive meeting focusing on team mission/vision, goal-setting, role clarity, stakeholder focus, norms/operating agreements, etc.
- Document results of team effectiveness meeting and hold follow-up meetings as necessary to sustain team performance.

## BENEFITS

- Goal clarity helps fine-tune the roles/responsibilities of team members.
- Explicitly agreeing to norms helps improve meeting management and decision-making processes, and reduces conflict.
- Teams work more efficiently, accomplish more, and drive greater overall fulfillment on the job.

## CASE STUDY

A small biotech and large pharmaceutical company were co-promoting a major product, but different cultures and team expectations were impeding progress. ADVANTIS Research & Consulting diagnosed the situation in an Alliance Effectiveness Survey; then designed/facilitated a series of team effectiveness meetings over a multiple year timeframe.

**RESULTS:** The co-promoted product is now the leader in its therapeutic area and the team acknowledges that effective cross company teamwork drove much of that success.