



Case Study: CiminoCare

CLIENT PROFILE:

Family-owned senior care company with multiple facilities

INDUSTRY:

Health Care: Facilities

LOCATION:

Northern California, USA

TEAM TYPE:

Executive Management includes family members

TEAM SIZE:

7

SITUATION:

- > Executive Team was not in alignment, operating with different agendas. "We were on a mission without a roadmap," according to one team member.
- > Coming off of "crisis mode" from a management shake up and loss of team members.
- > Focused on putting out fires, solving current problems vs. vision and strategy.
- > Superficial communication that did not address deeper, unresolved, and long-term issues.
- > Lack of clarity around roles and responsibilities.
- > Splintered team.
- > Lack of direct communication resulting in a lack of trust.

Business Improvements

▲ +25% Productivity

▲ +27% Positivity

SYNOPSIS:

This family-owned business had been through significant change at the top. They recognized a climate and opportunity for dynamic organizational expansion and growth, but without alignment and improved interaction among the management team there was stagnation holding the team back from capitalizing on the opportunity.

The **Team Diagnostic™** and early work with the team revealed fractured communication dynamics that led to the creation of team "rules of engagement." The team also created a powerful vision statement. "We were surprised at how easily our group vision came as a result of utilizing our new rules of engagement and communication tools."

The follow-up **Team Diagnostic™** showed a remarkably improved team picture: more cohesive with greater clarity and clearer roles. "We're spending more time on growing the company instead of managing the internal dynamics." The organization at large noticed the big change and, as a result, the approach will be taken further into the company.

APPROACH:

- > **Team Diagnostic™**
- > One-day session with the team designed to uncover core issues, train the team in a new team model, and create an action plan for moving forward.
- > Six in-person team development sessions spaced over 18 months. These sessions were used to clarify roles, develop the team mission statement, address specific historical issues that had not been addressed, and continue to update the Rules of Engagement.
- > Follow-up **Team Diagnostic™** at 18 months with an opportunity to share results and celebrate success!

RESULTS THE TEAM REPORTED:

- > Decisions are now made more easily and faster.
- > Communication is more direct and more effective. ROE's give us much needed structure and help keep us on track.
- > We have a renewed and noticeable sense of optimism.
- > We worked through sensitive issues and stayed close as a group; a sense of trust has been established.
- > We can now focus on growth opportunities which will ultimately impact the organization's bottom line vs. being stagnant and spending time managing internal dynamics only.

For more information on achieving an **average 20% improvement** in Productivity & Positivity conditions using the **Team Diagnostic™** please contact:



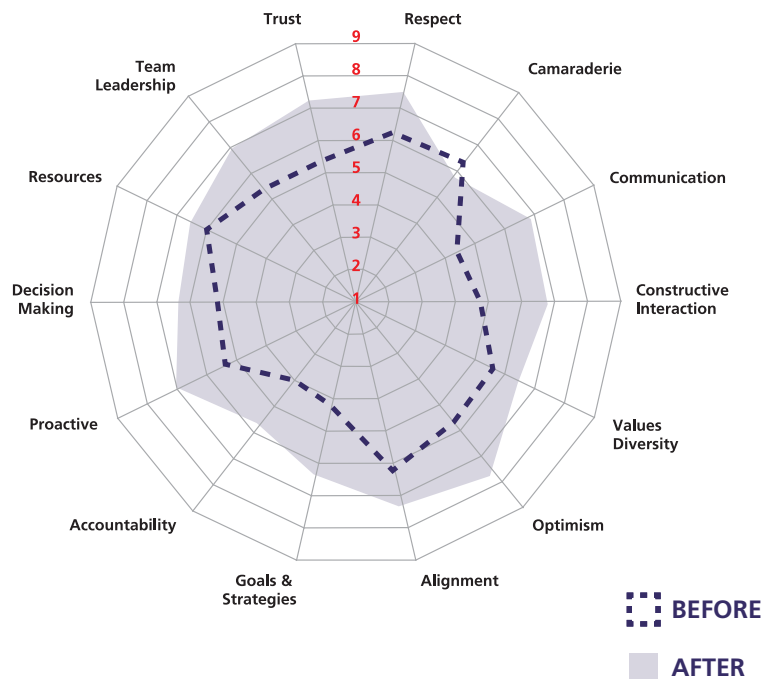
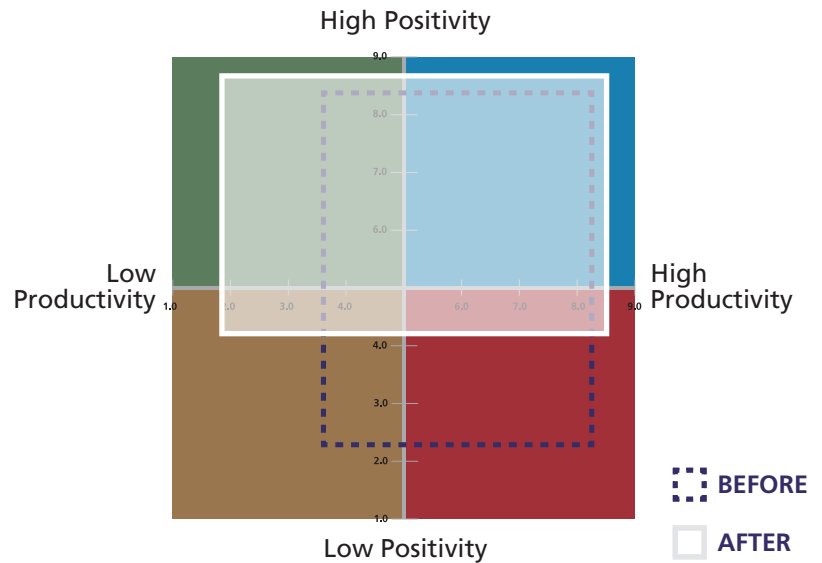
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Highlights

+25% Productivity
 Goals & Strategies 48%
 Accountability 40%
 Team Leadership 28%

+27% Positivity
 Communication 55%
 Constructive Interaction 48%
 Trust 37%

Before / After Benchmarks*



* Original Team Diagnostic™ completed in August 2006, follow-up Team Diagnostic™ and development work completed in February 2008.