

Case Study: Team Development



"The event exceeded our expectations – it was really well paced and entertaining whilst being focused on our core objectives."

Background



The Careline is a team of customer service advisors within the Marketing department at Danone, supporting baby food products. The team, made up of parents and healthcare professionals, had recently undergone considerable change and the coming year was to bring further developments as new, procedures, product launches and training plans were put in place. It was important that the team was helped to deal with these changes in a positive and pro-active way and encouraged to become a more co-operative, self-managing and resilient unit.

Danone uses "Insights" as part of its development programme, so individual profiles were referred to as we developed a full day agenda to address communication, self-management, teamwork and managing change. At the heart of the programme were the organisation's core values with emphasis on establishing these within the day-to-day work of individuals and the wider team. A mixture of discussion, fun activities and review sessions allowed plenty of time both for reflection and looking at strategic plans for the future, whilst encouraging participants to work more closely together and identify a range of learning points that could be used back in the office.

Results

A participant survey carried out immediately after the event showed that all participants found the day helpful in providing an understanding of their own role and that of colleagues; that they enjoyed it; and that it had helped to embed the core values. *"Teamwork and communication should now improve and the session on Change will also have an impact – I received lots of comments on how much they liked it."*