

Strengthening the Leadership Team of Delamode International Logistics



The Challenge

Delamode is a freight and logistics management company specialising in fashion, road, air, and sea freight management. During the past few years, the company has been undergoing a transformation program to improve profitability, re-organise and streamline operations and focus on core capabilities. This has put significant pressure on the UK leadership team, who have needed to implement the change as well as improve business results. The MD recognised the need to conduct a team effectiveness program with external support to improve the motivation, collaboration, and effectiveness of the team.



Our Solution

Following an initial discovery meeting with the MD, a customized survey was designed and sent to each of the nine leadership team members to get their input into how they felt the team was performing, as well as their ideas and suggestions for improvement. It was clear from the analysis of the data that the team felt that their purpose and priorities were not clear enough and there were opportunities for greater alignment and collaboration.

Based on this discovery process, a customized team effectiveness day was designed. The client decided to hold this at a spa hotel in the New Forest, as part of a broader team retreat to maximise focus, relaxation and trust-building.

As pre-work for the day, each team member was asked to complete a TalentPredix strengths survey. A 1-1 virtual debrief/coaching session was held with each team member to help them interpret their profile identify ways to optimize their strengths, reduce performance limiters and prioritize opportunities for improvement.

During the offsite, the team:

- ✓ Clarified their purpose and vision
- ✓ Explored ways to optimize their collective strengths and different team styles
- ✓ Identified limiters to team performance, including strengths 'gaps' and limiting team behaviours arising from overused strengths (or "team lopsidedness")
- ✓ Achieved great role and goal clarity and alignment.
- ✓ Provided one another with appreciative and constructive feedback
- ✓ Agreed on a team development plan and next steps to sustain progress



Outcome

The overall team development was rated as “very effective” by all team members, with everyone commenting positively on how it had enabled them to understand each other’s strengths and differences better and establish greater alignment to the purpose, priority goals and ways of working.

One of the leaders in the team commented that the program had been valuable to **“reset distinctions between Vision, Strategy and Tactics. Also embodying a Team Charter to move from Good to Great.”**

Participants also found the strengths-based approach and assessment, TalentPredix very useful. This is reflected in the comments of one leader who said: **“It gave us a really good view of strengths and skills across the team.”** Another commented: **“I enjoyed looking at all the similar and different motivations and values between us all.”**

A month after the program, we had a meeting with the MD who provided extremely positive feedback on the program .