



CASE STUDY #6

WHEN PERSONALITIES AND CULTURES COLLIDE

THE SITUATION

Acquisitions, reorganization, new leadership hires and even promotions often present the same challenge to the company culture. You can define the culture you want, train for it, brand it and make it core to your corporate message, but the challenge remains. Some get it, some don't, and some will always want things the way they were. Collisions happen. Attitudes and productivity are challenged. An undercurrent of stress and conflict persists. Why can't they all just get along, accept what we want, and move forward?

THE CHALLENGES

- Before team members can overcome collisions in the way they think, make decisions, process information and communicate, they must first understand why collisions happen. It is in knowing how and why they happen, and how to overcome them (or maybe avoid them) that teams move on from conflict to achieve peak performance.
- Individuals need to know how they (themselves) are wired, how others are wired differently, and how their diversity in thought makes them such a powerful TEAM.

STRATEGIC RESPONSE

- Conduct an HBDI assessment-based workshop to demonstrate the power of individual thinking and the greater power of embracing differences for better team results.
- Debrief the team, individuals and pairs of people to make the results actionable.

RESULT

Improve satisfaction and engagement.

We define the problem(s) and illustrate how to minimize collisions in a fun, interactive and convincing way. Team members become more sensitive to how they and others think, make decisions, solve problems and communicate.

In more than 50 Fitzgerald MSI cases, HBDI has helped merge cultures, integrate thinking, overcome team Cor team member(s)) conflicts, and improve teamwork. Post-workshop surveys prove it. Every time.

The problem won't fix itself. Teams appreciate action.

Team members know the problem won't fix itself without more time and pain. They appreciate the company not letting the conflict linger and taking action to help the team work more closely together.

CONCLUSION

Whether you've just merged with another company, reorganized, introduced a new leader, or you're experiencing conflict between teams or individuals, move new team members and renegade attitudes from the onramp to the fast lane more quickly by playing offense in culture or team integration.

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